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**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2012/2013

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**

# BIT 2208: MARKETING MANAGEMENT

**DATE: AUGUST, 2012**  **TIME: 2 HOURS**

**INSTRUCTIONS: Answer Question ONE and any TWO other questions.**

**Question One (Compulsory)**

NOKIA LOSES ITS TOP POSITION AFTER 14 YEARS TO SAMSUNG

This was bound to happen and it has the one mistake of Nokia-not trying up with Androids and not bringing up really high tech mobile phones has hit the brand in its heart and opened up the avenue for another super player Samsung.

Nokia has been the market leader for the last 14 years with the value for money products which were really good and had the latest technology the best part was the rural spread of Nokia which is now being challenged by Samsung Guru ranges of phones with have a fantastic battery life. The grass was green for Nokia until the first iphone launched, than the grass began wilting.

The lunch of the first iphone showed the world the actual true potential of touch screens. This was soon followed by iphone 2 as well as various follows who gave variants of the touch screen models. But the one company to truly capitalize the market was samsung. Samsung realized the power of Google Android and the one smart move of Samsung to adopt Android operating systems has paid off.

But only the operating systems does not make cell phone brands. Cell phone brands are made by giving consistently good products over a period of time. Nokia failed in this aspect of business. All its new models appear almost the same. There were very minor changes and Nokia failed to attract the proper positioning in the consumers. All these factors created an opening for Samsung which gave the public exactly what they wanted, variety of prices in the smart phone segments, with touch screens, wind Androids and with fabulous marketing plans. Samsung also came up with tablets and unique models like samsung note which have attracted the public eye.

The end result, samsung is finally the world leader of all phone market. Please note that this has only happened in the first quota of 2012, (January-March) but this trend is expected to continue over time until Nokia comes out with a smart strategy to regain its number one position. You can just write off Nokia because of the deep pockets which Nokia has due to years of Market leadership.

a) You have been appointed the marketing manager of Nokia, undertake a SWOT (Strength, Weaknesses, Opportunity and Threats) analysis for Nokia and advise the management on the strategies it should adopt to regain its number one position. [17 marks]

b) Any market will have a single market leader, describe the strategies that have been adopted by sumsung to ward off Nokia and their other competitors. [13 marks]

**Question Two**

Marketing is an organizational function and a set of processes for creating communicating and delivering values to customers and for managing customer relationships in a way that benefits the organization and its stakeholders. Explain the differences between marketing and selling. [20 marks]

**Question Three**

a) Describe the Rodgers theory of innovation. [5 marks]

b) Explain the reasons for the decline in the use of mars marketing in the recent years.

[8 marks]

c) Explain the need for market segmentation and describe the various bases of segmentation of consumer markets. [7 marks]

**Question Four**

a) Explain the meaning of marketing information systems (MIS) and describe the main sources of information needed by managers. [8 marks]

b) What are the benefits and limitations of marketing information systems? [12 marks]

**Question Five**

a) Briefly explain four psychological processes that fundamentally influence consumer responses. [8 marks]

b) Write short notes on the following: [12 marks]

1. Purpose and types of promotions
2. Conditions under which price cues are influential on consumer price perception
3. Why new products fail?
4. Service marketing triangle