

JOUST

Unit: **Marketing Management**

Code MBA 809

Duration: 2 Hours

Instructions

1. This paper contains **FIVE** questions
2. Answer question 1 (compulsory) and any other 2 questions
3. Write all answers in the booklet provided

Question One

- (I) Explain the concept of marketing management (4 Marks)
- (ii) Explain what you understand by marketing culture (3 Marks)
- (iii) Discuss the marketing functions and their characteristics (8 Marks)
- (iv) With the aid of diagram critically analyse the marketing management process as a whole (10 Marks)
- (v) With examples state and explain the impact of culture in marketing (5 Marks)

Question Two

- a) Discuss the role played by marketing institutions (10 Marks)
- (b) Explain the various marketing strategies (10 Marks)

Question Three

- (i) Modern marketing requires serious market research strategies. Discuss the various types and its process accordingly (10 Marks)

- (ii) Explain briefly what you understand by nature and importance of distribution channels (10 Marks)

Question Four

- (i) Define the term planning (5 Marks)
- (ii) Explain the stages involved in price decision making process (15Marks)

Question Five

- (i) Differentiate between product decision and distribution decisions processes (5 Marks)

- (ii) Explain with examples the qualities of a good marketing manager in a competitive marketing environment. (15 Marks)