



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

THIRD YEAR, FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF COMMERCE

HCB 2207: MARKETING MANAGEMENT

DATE: APRIL 2012

TIME: 2 HOURS

INSTRUCTIONS: *Answer question one and any other two questions*

QUESTION ONE (30 MARKS)

- a. Write short notes on the following terms:
- i. Marketing (5 Marks)
 - ii. Marketing management (5 Marks)
 - iii. Sales management (5 Marks)
- b. Briefly discuss the nature and important of market management (15 Marks)

QUESTION TWO (20 MARKS)

Enumerate and discuss the main functions of marketing management (20 Marks)

QUESTION THREE (20 MARKS)

Discuss the roles of a marketing manager n an organization (20 Marks)

QUESTION FOUR (20 MARKS)

Briefly discuss the main reasons for branding of a product (20 Marks)

QUESTION FIVE (20 MARKS)

- a. Differentiate between sales promotion and promotion (5 Marks)
- b. Citing examples discuss factors influencing promotion mix (15 Marks)

