



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

FIRST YEAR, SECOND SEMESTER EXAMINATIONS FOR DIPLOMA IN BUSINESS
ADMINISTRATION

DBA 0214: MARKETING MANAGEMENT

DATE: AUGUST 2012

TIME: 1½ HOURS

INSTRUCTIONS: *Question one and any other two questions.*

QUESTION ONE

- (a) What is marketing. (2 Marks)
- (b) Describe THREE functions of marketing management). (8 marks)
- (c) Differentiate between the following concepts under which firms conduct their marketing activities. (10 Marks)
- (i) The product and production concepts
 - (ii) The selling and marketing concepts
- (d) (i) Define the term 'Marketing environment'
- (iii) Giving examples in each, differentiate between micro- environment and macro – environment. (10 marks)

QUESTION TWO

- (a) (i) What is market segmentation? (2 marks)
- (ii) Describe any FOUR criteria for effective market segmentation. (8 marks)
- (b) (i) Define the term 'marketing research' (2 marks)
- (ii) Discuss FOUR elements of marketing research. (8 marks)

QUESTION THREE – (20 MARKS)

- a) (i) Define the term ‘ marketing promotion’ (2 marks)
(ii) Briefly describe the steps of developing an effective marketing promotion plan (15 marks)
- b) List THREE types of the indirect channel of distribution. (3 marks)

QUESTION FOUR

- a) Development of new products is very vital for a firm’s long – term success. Briefly discuss the steps involved in this process. (12 marks)
- b) Discuss the extended serviced marketing mix concept. (8 marks)

QUESTION FIVE

- a) (i) Define a market distribution channel. (2 marks)
(ii) Describe any FOUR functions of intermediaries in product distribution. (8 marks)
- b) Discuss FIVE factors that marketers should consider in choosing an appropriate distribution channel. (10 marks)