

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 330**

**COURSE TITLE: MARKETING MANAGEMENT**

**DATE: 9TH DECEMBER, 2014**

**TIME: 2.00 P.M-5.00 P.M**

**Instructions:**

Answer question **ONE** and any other **THREE** questions.

**QUESTION ONE**

1. Distinguish between situational and strategies marketing planning. (10 marks)
2. Explain briefly the meaning of marketing management. (5 marks)
3. With the help of examples, explain the variables you can use to segment consumer market. (10 marks)

**QUESTION TWO**

Discuss the major strategies which you may use to narrow gap between desired and actual sales performance of an organization. (15 marks)

**QUESTION THREE**

1. Exhaustively, explain the contents of your organizational marketing planning. (10 marks)
2. Explain the barriers to marketing planning. (5 marks)

**QUESTION FOUR**

Discuss the benefits which an organization may derive from SWOT analysis. (15 marks)

**QUESTION FIVE**

1. Highlight the **four** requirements for effective segmentation. (8 marks)
2. Distinguish between BCG and General Electric Models. (7 marks)

**QUESTION SIX**

1. Explain the significance of marketing audit. (7 marks)
2. Explain the major processes which a strategic planning manager should follow. (8 marks)