

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 330**

**COURSE TITLE: MARKETING MANAGEMENT**

**DATE: 3RD DECEMBER, 2015**

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

**Instructions:**

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

**QUESTION ONE**

1. Distinguish between marketing and marketing management. (7 marks)
2. Explain the importance of marketing management in an organization of your choice. (10 marks)
3. Highlight on the scope of a good mission statement. (8 marks)

**QUESTION TWO**

1. Discuss major steps which a marketer should go through in marketing control. (8 marks)
2. Explain the major types of marketing control. (7 marks0

**QUESTION THREE**

Use a diagram to discuss the major business growth strategies which a company may use to narrow gaps between actual and desired sales. (15 marks)

**QUESTION FOUR**

1. Discuss the marketing strategies a marketer may use to cover a market segment. (10 marks)
2. Explain the importance of SWOT analysis in your marketing organization. (5 marks)

**QUESTION FIVE**

1. Explain the components of marketing audit in your marketing organization. (8 marks)
2. Distinguish between Boston consulting group matrix and General electric model. (7 marks)

**QUESTION SIX**

1. Discuss the components of marketing planning. (8 marks)
2. Highlight the significance of marketing planning. (7 marks)