

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 330**

**COURSE TITLE: MARKETING MANAGEMENT**

**DATE: 7TH APRIL, 2015**

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

**Instructions:**

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

**QUESTION ONE**

1. Explain **FIVE** components of marketing audit. (5 marks)
2. Explain **TEN** elements of a good marketing plan. (10 marks)
3. Explain the major reasons why a company should use GE MODEL and not BCG matrix. (10 marks)

**QUESTION TWO**

With the help of ANSSOF MATRIX model, and using an organization of your choice, formulate the strategic alternatives to provide strategic direction. (15 marks)

**QUESTION THREE**

1. Explain the importance of product lifecycle analysis in proper manage of a product. (10 marks)
2. Explain the benefits of setting specific objectives. (5 marks)

**QUESTION FOUR**

1. Explain why an effective marketing manager must develop a marketing plan. (10 marks)
2. Analyze the product MIX of an organization of your choice. (5 marks)

**QUESTION FIVE**

Discuss the application of the BCG MODEL in marketing management. (15 marks)

**QUESTION SIX**

1. Discuss the process of strategic market planning. (10 marks)
2. Explain the contents of good mission statement. (5 marks)