

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SUPPLIMENTARY/SPECIAL EXAMINATION**

**THIRD YEAR SECOND SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 330**

**COURSE TITLE: MARKETING MANAGEMENT**

**DATE: 25TH AUGUST, 2015**

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

**Instructions:**

Answer Question **ONE** and Any Other **THREE** Questions.

**QUESTION ONE**

1. Explain the importance of targeting and positioning in your organization. (7 marks)
2. What do you mean by marketing budget. Explain the approaches which may be used to arrive at marketing budget. (10 marks)

**QUESTION TWO**

Discuss the various strategies which an organization of your choice may use to position your product. (15 marks)

**QUESTION THREE**

1. Explain the meaning of SBUs as used in marketing. (5 marks)
2. Use an example from a business firm to group matrix. (10 marks)

**QUESTION FOUR**

Discuss the major components of marketing audit which a firm may use. (15 marks)

**QUESTION FIVE**

1. Explain the strategies (patterns) which a firm may use to cover a market. (8 marks)
2. Explain the importance of SWOT analysis. (7 marks)