

MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS/AGRIBUSINESS MANAGEMENT WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

AAB 408: MARKETING MANAGEMENT

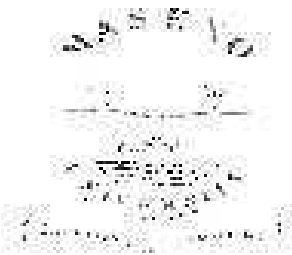
Date: 5th December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer ALL Questions in section A and any TWO in section B.
- Carefully read and follow the instructions contained in the answer booklets provided.
- Marks for each question are indicated in brackets against the corresponding question.





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OF SCIENCE IN AGRIBUSINESS MANAGEMENT WITH INFORMATION
TECHNOLOGY**

AAB 408: MARKETING MANAGEMENT

INSTRUCTIONS

1. Carefully **READ AND FOLLOW THE INSTRUCTIONS** contained in the answer booklet(s) you have been provided with.
2. This paper consists of two sections, Section 'A' and Section 'B'.
3. Answer **ALL** questions in Section A and **ANY TWO** Questions from Section B.
4. Marks for each question are indicated in brackets against the corresponding question.

SECTION A (Compulsory)

1. List the marketing management philosophies (5mks)
2. Define the term marketing information system? How do you assess marketing information needs (8mks)
3. Compare and contrast secondary and primary data collection (5mks)
4. Enlist the criticisms of advertisement. (8mks)
5. Compensating sales people is very important in sales management. How is this administered? (4mks)

SECTION B: (Any Two Questions)

6. Discuss in details the importance and functions of physical distribution in a marketing system. (20mks)
7. Pricing policies is the primary mover of a marketing process. Discuss (20mks)

8. In your opinion are commodity markets a necessary establishment in an economy? Shade light on this with relevant examples. (20marks)