



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (CITY CAMPUS - WEEKEND)

MBA 809: MARKETING MANAGEMENT

Date: 20th July, 2013

Time: 2.00 – 5.00 p.m..

INSTRUCTIONS:

1. Attempt ANY THREE questions
2. All questions carry equal marks.

1. a) Write short explanatory notes on the following terms as used in marketing management (9 mks)

i) Marketing

ii) Marketing mix

iii) Market planning

b) Define marketing functions (3mks)

C) Discuss the various marketing functions that are normally undertaken in a marketing department. (8 mks)

2. a) Explain the concept of marketing environment (5 mks)

b) Marketing intelligence and marketing research are related and very important in organizations. Show how the two systems are related, and discuss the importance of marketing intelligence in organizations

(15 mks)

3. a) Citing practical examples, discuss the marketing concept and its relevance in modern day marketing management (10 mks)

b) Giving specific examples, discuss the pricing strategies commonly used by marketers (10 mks)

4. Mashariki Ltd has been operating in Kenya for the Last 12 years, but the last five years have been quite challenging for the firm. The firm realizes that it has to adjust to a number of environmental factors which it does not seem to have control over. However, there are also some factors which seem to be within Mashariki's control and the firm has already put in mechanisms of controlling them.

Discuss these controllable and uncontrollable factors affecting Mashariki, and show how the firm can deal with them (20 mks)

5. a) Discuss the importance of product packaging in marketing (6 mks)

b) Describe the important aspects of product planning with emphasis on the part played by the product life cycle concept. (14 mks)

6. a) Explain how the characteristics of services affect service delivery (10 mks)

b) Using practical examples differentiate between a marketer and a seller. (10 mks)