



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (HOMA BAY CAMPUS)

MBA 809: MARKETING MANAGEMENT

Date: 21st July, 2013

Time: 2.00 – 5.00 p.m.

INSTRUCTIONS:

- ◆ Answer ANY FOUR questions.
- ◆ All questions carry equal marks.



QUESTION ONE

Maseno University is one of the top universities in Eastern Africa. It has enjoyed increased enrolment and expansion in the last two decades of its existence. However, there has been a proliferation of private universities offering similar programmes in the last five years creating an unprecedented competition for students in the region. The university is now in dire need of meticulous management for it to retain its market position

- a. Discuss a marketing plan for the university(10 marks)
- b. Discuss the market position strategies the university should employ (5 marks)

QUESTION TWO

- a. Your daughter recently sat her KCPE and came out tops in the examination. You were excited and threw a large party for your daughter. Now you have to make a decision as to the future of the young girl. Discuss the consumer decision making stages that you are likely to go through in selecting the right future for your daughter. (10 Marks)
- b. Marketing does not occur in a vacuum. External forces directly and/or indirectly impact the organization all the time. Discuss the marketing environment likely to impact on any business regardless of size (5 marks).

QUESTION THREE

The Diva, a large retail chain, is considering whether or not to open a division in Homabay City. The CEO has requested you to carry out a market research to determine the viability of the decision. Discuss the process you would go through. Illustrate your answer (15 marks)

QUESTION FOUR

- I. Distinguished between apriori and post hoc segmentation methods and discuss the apriori segmentation process in market segmentation (7 marks)
- II. Discuss the personal selling process a retail chain should employ when handling customers (8 marks).

QUESTION FIVE

- a) Igor Ansoff outlined some important strategies for business growth. He identified four key approaches to growing a business. Discuss each of the four growth strategies (10 marks)

- b) The Sales force is directly responsible for generating sales revenue. Discuss any five general management areas for a stronger sales force (5 marks)

QUESTION SIX

- a. Porter House is a restaurant strategically situated along OgingaOdinga Street, the busiest street in Kisumu. It has been doing well but it could do better with better marketing management. The CEO has approached you for advice. Discuss the marketing mix strategies you would recommend to Porter House in order for it to retain its competitive edge (8 marks)
- b. Porter House might need to develop new products to enjoy the advantages of diversification. Discuss the phases of new product development the management must take cognizance of before launching new products into the market (7marks)