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**University Examinations 2014/2015**

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT AND BACHELOR OF SCIENCE INFORMATION TECHNOLOGY

**BFB 3308: MARKETING MANAGEMENT**

**DATE: AUGUST 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Identify five variables that form the marketing microenvironment of an organization of your choice (10 Marks)
2. Price is one very important factor that marketing managers must consider while formulating strategies. Briefly expound on the key pricing objectives that marketers may wish to achieve (10 Marks)
3. Discus the characteristics and strategies used at various stages of the product life cycle (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Outline and discuss the steps involved in analyzing competitors, so as to identify opportunities and serve market well. (10 Marks)
2. Companies are continually developing new products to meet the changing need of their customers. However, cases of new products failing shortly after launch are very common. Explain the reasons for this scenario (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Using local examples, explain the difference between diversification and downsizing (10 Marks)
2. What can be the bases for:
3. Product differentiation/services differentiation (5 Marks)
4. Personal differentiation (3 Marks)
5. Image differentiation (2 Marks)

**QUESTION FOUR (20 MARKS)**

1. What is a brand in marketing? (2 Marks)
2. Briefly explain how many kinds of brand names are there (8 Marks)
3. What is packing and packaging? (2 Marks)
4. List and describe briefly those factors which have contributed to the growing use of packaging as a marketing tool (8 Marks)

**QUESTION FIVE (20 MARKS)**

List and explain the following, using appropriate examples:

1. Marketing analysis (5 Marks)
2. Marketing planning (5 Marks)
3. Marketing implementation (5 Marks)
4. Marketing control (5 Marks)