



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

..... YEAR SECOND SEMESTER EXAMINATION FOR

DOCTOR OF PHILOSOPHY IN BUSINESS

BBA 929: MARKETING SEMINAR

DATE:

TIME:

INSTRUCTIONS:

ANSWER ALL THE Questions (Section A and section B)

Use of suitable real practical examples, speculative and imaginative thinking is encouraged

SECTION A

Read the article “Customer Relationship Management and Its Relationship to the Marketing Performance” by Dr. Hisham Sayed Soliman of Cairo University and with reference to it provide your critique on the areas listed in questions ONE and TWO below.

QUESTION ONE (20 MARKS)

- a) Abstract (5 marks)
- b) Appropriateness of the theoretical basis used to inform the study (5 marks)
- c) Clarity of statement of the problem (5 marks)
- d) Purpose and objectives of the study (5 marks)

QUESTION TWO (20 MARKS)

- a) Study methodology (5 marks)
- b) Population and sampling (5 marks)

- c) Presentation and discussion of findings (5 marks)
- d) Contribution to the existing body of knowledge in the area (5 marks)

SECTION B

Before the year 2010 public universities had no place for marketing (promotions, advertising) in their annual budgets. However, of late it is noted that an increasing number of universities are engaging in what we can term as “some marketing of their institutions and programmes”. Some market analysts have hinted that this engagement by universities has not been as effective compared to what the private universities do.

QUESTION THREE (20 MARKS)

- a) What could be the possible explanations for such ineffectiveness? (8 marks)
- b) You have been commissioned to undertake a research towards informing the managements of these universities on what they should do to realize effective marketing
 - i. Formulate a possible topic for this research (2 marks)
 - ii. Provide a brief synopsis on how they are likely to benefit from this study (3 marks)
 - iii. State any three appropriate research objectives or hypotheses for this study (3 marks)
 - iv. What kind of data will you seek for this for the study? (2 marks)
 - v. Who are the possible target respondents for this study? (2 marks)

QUESTION FOUR (20 MARKS)

Read the article “Impact of Internal Marketing on Employee Job Satisfaction: An Investigation of Higher Education Institutes of Pakistan” and with reference to it provide your critique on the following areas.

- a) Adequacy and relevance of background information (4 marks)
- b) Adequacy and appropriateness of literature reviewed (4 marks)
- c) Conceptual framework (4 marks)
- d) Measurement of variables (4 marks)
- e) Presentation of study results (4 marks)