



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR MASTER OF BUSINESS
ADMINISTRATION**

BBA 840: MARKETING MANAGEMENT

DATE: 3/8/2017

TIME: 10:00 – 1:00 PM

INSTRUCTIONS

- i. Answer questions ONE and any other THREE questions. In total answer FOUR questions.
- ii. Question ONE carries 30 marks in total while the rest of the questions accounts for 20 marks each.
- iii. Use of relevant examples and real life cases is encouraged.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Using appropriate examples and citing real practical situations and cases explain FIVE reasons why is it important for an organization to undertake regular monitoring of its market environment. (10 marks)
- b) Discuss how the evolution of the marketing concept has informed today's marketing practices across profit-making and not-for-profit making organizations. (10 marks)
- c) When deciding on the purchase of a new wireless pocket PC, Bob was among the very first. He is very highly educated, and makes purchase decisions based on information from Internet newsgroups, newspapers, and technical journals he subscribes to. Stan made his decision based on numerous informal social contacts, though he is not a leader in any social setting. He was among the first 50% of the population to buy the wireless pocket PC. With reference to this two sets of consumers;

- i) Discuss the different profiles of product adopters (6 marks)
- ii) Discuss the importance of i) above for marketing strategy decisions (4 marks)

QUESTION TWO (20 MARKS)

- a) Marketing has often been defined in terms of satisfying customers' needs and wants. Critics maintain that marketing does much more than satisfying customers' needs and wants and, in fact, create needs and wants that did not exist before. According to these critics, marketers encourage consumers to spend more money than they should on goods and services they really do not need. What is your opinion of this on-going debate? Take a stance and defend your position using examples of companies that you perceive to have created or satisfied customer needs. (10 marks)
- b) With practical examples discuss issues that may bring about differences in marketing mix practices at the global and domestic markets. (10 marks)

QUESTION THREE (20 MARKS)

- a) Using practical and suitable examples, explain your understanding of the concept of customer value? How would you explain the concept of superior customer value? How is customer value related to a market driven strategy and to a company's success? (10 marks)
- b) "Consumers do not buy products they buy benefits". Discuss this statement and its implications for effective marketing. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Using suitable examples explain the concepts Segmentation, Targeting and Positioning. (6 marks)
- b) Discuss the rationale for companies to change their market segmentation identification over time. (6 marks)
- c) With marketers increasingly adopting more and more refined market segmentation schemes – fueled by the Internet and other customization efforts- some critics claim that mass marketing is dead. Others counter that there will always be room for large brands that employ marketing programs targeting the mass market. Using real practical scenarios, take a position whether mass marketing is dead versus mass marketing is still a viable way to build a profitable brand. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Century Group of companies formulated a marketing strategy for the current period as a step towards improving performance of the various brands in the market. However, a close look at the formulated strategy reveals that monitoring and evaluation system for the same has not been provided for. Discuss the implications of this on the delivery of the strategy. (10 marks)
- b) Identify and discuss ethical issues that keep coming up as companies engage in various marketing practices. (10 marks)