



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

MASTER OF BUSINESS ADMINISTRATION

BBA 841: MARKETING MANAGEMENT

DATE: 4/12/2019

TIME: 9.00-12.00 PM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

Early in the morning on February 2, 2016, Mr. Baker, the Country Head of Marketing Corporation, called Mr. Desai, the newly appointed Head-Sales of the South Indian state of Telangana, on the telephone to discuss and finalize issues related to the launch of Hushtek Brands in his territories. Baker planned to initiate the sales operations in Telangana state depending on how quickly Desai prepared the blueprint for the launch. The essence of Baker's phone call was to get an update understanding of the potential customers. Two months earlier, Baker had presented his action plan to his boss in which he had indicated that the territory design for the state of Telangana would be completed by the end of February 2016. Baker felt that before proceeding with the appointment of channel partners, the territories had to be designed and assigned. He gave instructions on the importance of segmenting the market before operations. With Baker indicating on the phone that he was going to call Desai for a meeting on February 26 to review the progress, Desai had his task cut out for him. He started building up the logic for designing the territories and segments that made business sense as well as fulfilled market coverage..

- a) Companies utilize various marketing strategies, advise Desai on the levels of market segmentation, and how the company can utilize them to serve more customers. (12 marks)
- b) Pricing decision in marketing is affected by both internal and external environmental factors. Discuss the Five external factors the company should consider when determining price for the segments identified by Desai. (10 marks)
- c) Buyers make various types of decisions in the buying process. Analyze four types of buying decisions that the company should consider when developing the territories and segments. (8 marks)

QUESTION TWO (15 MARKS)

Goods and services in marketing vary, compare the characteristics of goods and services, stating how a marketing manager can utilize the unique features in marketing the product and service.

QUESTION THREE (15 MARKS)

- a) Research information determines the success of marketing activities in a company. Analyze the importance of marketing research. (5 marks)
- b) Marketing mix components influences the decisions made by managers in selling their goods and services. Discuss the marketing mix elements, stating how they influence in decision making. (10 marks)

QUESTION FOUR (15 MARKS)

- a) Consumer behavior understanding plays a major role to the success of a business. Analyze the consumer behavior factors that influence buying behavior and critic the steps in business buying behavior. (8 marks)
- b) Consumer products are classified according to customer preference. Describe the marketing concepts that marketing managers need to understand before producing goods and services. (7 marks)

QUESTION FIVE (15 MARKS)

- a) Developing a new product is a process. Analyze the steps to follow when developing a new product, stating one factor that may influence success of the product in the market. (7 marks)
- b) Product distribution knowledge is important to a marketing manager. Discuss four different channels one can use. Advice a marketing manager on five advertising factors to consider marketing the product. (8 marks)