

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
DEGREE OF MASTER OF BUSINESS ADMINISTRATION**

MBAD 871: MARKETING MANAGEMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 6 /07/ 2021

11.30 AM – 2.30 PM

INSTRUCTIONS:

- Answer Question ONE and any other FOUR Questions.
- Do not write anything on the question paper.

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. Using this overview of Marketing Management, undertake the specific tasks provided below:

Question 1:

- a) The pricing strategies often change as a product passes through different stages in the channel of distribution. Differentiate between these strategies. [8 Marks]
- b) Market segments consist of a group of customers who share sets of similar needs and wants. Describe the possible levels of market segmentation. [6 Marks]
- c) A brand is a name, term, sign, symbol, design or a combination of these elements that identifies the product or services of the seller and differentiates them from the other competitors. A good name can add greatly to a products success. Specify the desirable qualities for a good brand name. [6 Marks]

Question 2.

- a) Demography refers to the study of populations in terms of their size and characteristics. Specify the components of demographic environment. [5 Marks]
- b) Present the marketing opportunities presented by each trend. [5 Marks]

Question 3

New product development involves the development of original products, product improvements, product modifications and new brands.

- a) Distinguish between the consecutive steps a marketer goes through in a New product Development Process (NPDP) [8 Marks]
- b) Spell out the possible sources of new product ideas. [2 Marks]

Question 4

Many products offered to the market have to be packaged. Packaging includes the activities of designing and producing the container or wrapper for a product.

- a) Provide the justification of packaging a product. [7 Marks]
- b) A label is any piece of material attached to a product to identify it, or to a container to identify its contents. Specify the functions performed by a label. [3 Marks]

Question 5

You have been invited for an employment interview by a marketing consulting firm. As part of the interview, you are required to undertake the following:

- a) Expound on how marketing management is responsible for the company's "top line" as a basis for a "bottom line" [4 Marks]
- b) Specify the factors to consider in the choice of a distribution channel. [6 Marks]

Question 6

In building a winning marketing strategy, a marketer has to consider many variables. Offer guidance to your client in regard to the following:

- a) Demonstrate how a Sellers pricing freedom varies with the type of markets.[4 Marks]
- b) Distinguish between the Components of holistic Marketing. [6 Marks]

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