

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF
BUSINESS ADMINISTRATION

MBAD 871: MARKETING MANAGEMENT

STREAMS: MBAD (ARTS) Y1S21

TIME: 3 HOURS

DAY/DATE: THURSDAY 8/08/2019

11.30 A.M - 2.30 P.M.

INSTRUCTIONS:

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

1. Use your expertise in Marketing Management to undertake the following:
 - (a) Describe the stages a product passes through in its life cycle and the appropriate marketing strategies for growth stage. [10 Marks]
 - (b) Distinguish between the additional elements to the traditional marketing mix that are included in service marketing and their unique value to service marketing. [5 Marks]
 - (c) Present the main tasks of the company's marketing management. [5 Marks]
2. Support your County Government as indicated below:
 - (a) Expound on the meaning of technological environment and discuss the trends in the technological environment that marketers have to monitor. [6 Marks]
 - (b) Determine the meaning of marketing concept and the resulting orientations. [4 Marks]
3. (a) Your Marketing Manager requires you to undertake the following:
Clarify the meaning of "brand" and identify the considerations to be made before making a final choice of a brand name. [4 Marks]
 - (b) Highlight on the factors to consider when making packaging decisions. [6 Marks]

MBAD 871

4. As a newly recruited Marketing Manager of Chuka Processors Ltd, facilitate a management seminar as follows:
- (a) Distinguish between the alternative methods you can use to structure a sales force for the company. [6 Marks]
 - (b) Provide a justification for adoption of internet marketing. [4 Marks]
5. Your Marketing Manager requires you to explain to your team the following:
- (a) The contents of a company's marketing plan. [5 Marks]
 - (b) Changes taking place in the market place. [5 Marks]
6. Help induct newly recruited marketing management trainees as follows:
- (a) Differentiate between (i) open and closed ended questions and (ii) the types of open-ended questions available to marketers. [5 Marks]
 - (b) Identify the functions performed by channel members. [5 Marks]
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