

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & THARAKA

EXAMINATIONS FOR THE AWARD OF MASTER OF BUSINESS
ADMINISTRATION

MBAD 871: MARKETING MANAGEMENT

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 08/8/2018

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- Answer question ONE and any other FOUR questions
- Do not write anything on the question paper

Q1. As the newly recruited Marketing Manager of Chuka Processors Ltd, facilitate a management seminar as follows:

- Differentiate between the distinguishing features of a transaction [6 marks]
- Expound on the meaning of demographic environment and the main demographic developments of interest to marketers [6 marks]
- Distinguish between the different income distribution patterns found in an economic environment and their implications for marketers [8

marks]

Q2. Use your learnt skills in marketing management to undertake the following:

- Describe the qualitative research techniques that can be used to find out what the consumers feel about brands and products [6

marks]

- Differentiate between “push” and “pull” promotion concepts [4 marks]

Q3. Your marketing manager requires you to undertake the following:

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(a) Distinguish between the methods you can use to determine the total promotion/advertising budget [6 marks]

(b) Differentiate between the marketing research practices that can be perceived as being unethical [4 marks]

Q4. Your county government requires your assistance as follows:

(a) Differentiate the requirements for an effective market segment [5 marks]

(b) Offer advice on how to overcome inseparability in service offerings [5 marks]

Q5. Help induct newly recruited Marketing Management employees as follows:

(a) Expound on the concept of flows [4 marks]

(b) Explain the meaning of holistic marketing and the components of holistic marketing [6 marks]

Q6. As the team leader in your section, you are required to explain to your team the following

(a) Relevance of the Product Life Cycle concept to management decision making [4 marks]

(b) Demand states that marketers have to influence [6 marks]
