

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF
BUSINESS ADMINISTRATION AND MASTER OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

**MBAD 871: MARKETING MANAGEMENT
MEEM 841: MARKETING FOR SMALL BUSINESS**

STREAMS: MBAD, MEEM (ODEL)

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/08/2024

8.30 A.M. –11.30 A.M.

INSTRUCTIONS:

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

Question 1:

- a) A product is any offering to the market for attention, acquisition, use or consumption that might satisfy a need/want. This can be an idea, service, physical good, place, organization, person etc. It entails a bundle of benefits offered to the consumer. Provide a highlight on the levels into which marketers group a product. (10 Marks)
- b) Market segmentation is a marketing strategy that uses well-defined criteria to divide a brand's total addressable market share into smaller groups. By identifying and targeting specific segments, businesses can tailor their products, services, and marketing efforts better to meet the needs and preferences of their target audience. Distinguish between the possible levels into which a marketer can segment a market. (10 Marks)

Question 2.

By systematically identifying, assessing, and analyzing competitors, companies can develop strategies that enhances their competitive position, anticipate market changes, and create sustainable and competitive advantages. This approach not only helps in navigating the current market dynamics but also in planning for future growth and challenges. Provide a justification for engaging in competitive analysis

(9pts 9/12/13 Marks)

Question 3.

Relationship marketing is a strategy designed to foster long-term engagement and loyalty between a business and its customers. By prioritizing customer engagement, personalization, exception service, and trust, business enhances customer loyalty, increases lifetime value and gain a competitive edge. Provide a highlight of the (i) The key component of relationship marketing and (ii) the benefits of relationship marketing

(10 Marks)

Question 4.

Natural environment involves the natural resources or inputs that are needed by marketers or are affected by marketing activities. Therefore, natural environment is a critical component of the marketing environment that significantly impacts business operations and marketing strategies. Present the trends in the natural environment and marketing opportunities presented these evolving trends.

(10 Marks)

Question 5.

Personal selling is a persuasive communication between a representative of a firm and one or more potential buyer for a sale. It is a face to face communication with an aim to sell a product and building customer relationship. Advice your marketing manager on the strengths and weaknesses of personal selling as promotion tool. (10 Marks)

Question 6.

Direct marketing entails promoting goods and services using various non-personal channels to communicate to customers. It aims to create awareness and also generate interest to potential customers. It is marketing through various advertising media that interact directly with consumers, generally calling for the consumers to make a direct response. Provide a summary of (i) benefits of direct marketing to both buyers and sellers (ii) forms of direct marketing available to marketers. (10 Marks)

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