

MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS, RESEARCH &
EXTENSION

MOI UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR SPECIALS/SUPPLEMENTARY EXAMINATIONS

FOR THE DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 802

COURSE TITLE: MARKETING MANAGEMENT

DATE: 27TH JULY 2022

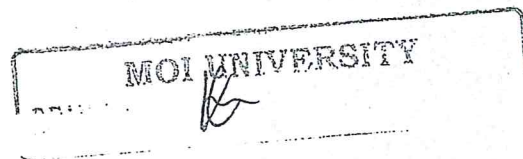
TIME: 2PM – 5PM

INSTRUCTIONS TO CANDIDATES

Answer Question 1 and any other three questions

~~THIS PAPER CONSISTS OF (2) PRINTED PAGES INCLUDING COVER PAGE PLEASE~~

TURN OVER



1. a. What are various factors in the marketing environment which must be kept in mind while designing marketing strategies? Elaborate with illustrations. (10 Marks)
b. Why is it important to study consumer behaviour? Identify factors influencing consumer buying behaviour? (10 Marks)
c. What is the relationship between price and market? (5 Marks)
 2. Explain the communication process. Describe the various elements of the promotion mix, with examples. (25 Marks)
 3. Explain the objectives and factors to be considered in the Pricing decision. Explain various pricing strategies. (25 Marks)
 4. Discuss the major objectives of advertising. Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign. (25 Marks)
 5. Discuss the factors that govern the selection of channels of distribution by a manufacturer. Suggest appropriate channel design in the following situations:
 - a. An international brand entering Kenya with range of personal care products for men. (12 Marks)
 - b. Manufacturer of premium/expensive footwear for women. (13 Marks)
 6. a. What are the features of marketing? (10 Marks)
b. "Marketing is Mutually Beneficial" Do you agree to this statement? Explain your answer with the help of examples. (15 Marks)
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