



MUEO

**MOI UNIVERSITY**

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

**MOI UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**SPECIALS/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION**

**COURSE CODE: MBA 802**

**COURSE TITLE: MARKETING MANAGEMENT**

**DATE:** 14<sup>TH</sup> NOVEMBER 2023

**TIME:** 2PM – 5PM

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**INSTRUCTIONS TO CANDIDATES**

*Answer question ONE and any other Three*

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

*TURN OVER*

**QUESTION ONE (COMPULSORY- 15 MARKS)**

*Read the statement below and answer the questions that follow*

A market is any such person, group or organization which has existing or potential exchange relationship. It starts with customers and ends with customers. Creation of superior customer value and delivering high levels of customer satisfaction are at the heart of present day marketing. Companies today, needs to understand customer needs, study completion, develop and offer superior value at reasonable price, and make the product available to customer at convenient place. Only then their products will be in demand and sell consistently.

**Required:**

As the marketing manager of Matumaini Airways, a regional airline, the top management is seeking to establish the airline on the global market, how can you advise the management in terms of:

- a) Differentiating the services? (3 marks)
- b) How should you respond to customers who press for a lower price? (3 marks)
- c) How can you compete against lower-cost, lower-price rivals? (3 marks)
- d) How can you build stronger brand? (3 marks)
- e) How can you tell which customers are more important? (3 marks)

**QUESTION TWO (15 MARKS)**

- a) What is social marketing? What are the types and characteristics of social marketing? (15 marks)

**QUESTION THREE (15 MARKS)**

- a) Businesses have gone through different types of competition in the market. Differentiate between price and non-price competition. (9 marks)
- b) Which are the most common pricing strategies available for the organisation to adopt? (6 marks)

**QUESTION FOUR (15 MARKS)**

In the era of globalization challenges and threats faced by business have increased on account of various factors. Discuss in detail three environmental factors that affect operations of the marketing department.

**QUESTION FIVE (15 MARKS)**

- a) What are the tasks of marketing? (3 marks)
- b) What orientations do companies exhibit in the marketplace? (5 marks)
- c) How are companies and marketers responding to the new challenges? (7 marks)

**QUESTION SIX (15 MARKS)**

With the help of examples discuss in detail the difference between sales promotion and advertising. (9 marks)

