



MUEO

MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS 2012/2013 ACADEMIC YEAR

END OF SEMESTER I EXAMINATIONS

FOR THE DEGREE OF
EXECUTIVE MBA

EXAM CODE:- MBA 840

COURSE TITLE:- MARKETING MANAGEMENT

DATE:- 14TH FEBRUARY, 2013 TIME:- 9.00A.M. - 12.00NOON.

INSTRUCTION TO CANDIDATES

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THIS PAPER CONSISTS OF (1) PRINTED PAGES

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MBA 840: MARKETING MANAGEMENT

INSTRUCTIONS: Answer any Four Questions

QUESTION ONE

- (a) Explain the strategic role of marketing segmentation. (5 marks)
- (b) Discuss the importance of consumers' post purchase evaluation process. (10 marks)

QUESTION TWO

- (a) "Product life cycle does not matching the current market situation". Discuss. (10 marks)
- (b) Show how company objectives affect pricing of a new product. (5 marks)

QUESTION THREE

- (a) Explain the importance of SWOT as a tool of analysis. (5 marks)
- (b) How can test marketing be helpful during the launching of new product? (5 marks)
- (c) Outline emerging issues in marketing that complicates customer satisfaction. (5 marks)

QUESTION FOUR

- (a) 'Consumers buy brands not products.' Highlight the importance of branding. (8 marks)
- (b) How can tangibility be introduced into services? Cite examples. (7 marks)

QUESTION FIVE

International marketing is very challenging due to several obstacles that must be solved.

In light of the above statement, describe these challenges and show how a firm can solve them. (15 marks)

QUESTION SIX

'Marketing Research is the key to success of a company.'

- a) Discuss the above statement keeping in mind where application of marketing research helped in formulating the right marketing strategy. (5 marks)
- b) Discuss briefly the steps of the Marketing Research process. (10 Marks)

END