



MUEO

MOI UNIVERSITY

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

**UNIVERSITY EXAMINATIONS
2014/2015 ACADEMIC YEAR**

END OF SEMESTER I EXAMINATIONS

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

EXAM CODE:- MBA 840

COURSE TITLE:- MARKETING MANAGEMENT

DATE:-12TH FEBRUARY, 2015

TIME:- 9.00A.M. – 12.00NOON.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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COURSE CODE: MBA 840

COURSE TITLE: MARKETING MANAGEMENT

Instructions to Candidates

- Answer Question ONE and any other THREE Questions.

QUESTION ONE

As the newly appointed Marketing Manager of Kalausi Ltd, you have been requested by the Marketing Director to give a talk at a staff forum:

- (a) Explain the distinguishable characteristics of services and their marketing implications. (10 Marks)
- (b) Provide a comparison of the marketing mix used to market a service with that used to market a physical product. (11 Marks)

QUESTION TWO

- (a) Outline the major pricing objectives. (5 marks)
- (b) Under what circumstances will you recommend the following:
 - i. A skimming approach (4 Marks)
 - ii. A penetration approach (4 Marks)

Ensure to justify your answer with examples from the Kenyan market.

QUESTION THREE

Expound on the key components of the business environment and its relevance as relates to:

- a) Micro environment (6 Marks)
- b) Macro environment (7 Marks)

QUESTION FOUR

Miujiza Ltd, a solar heating company has R& D ability to construct an economically flexible solar reflector, making it possible for home owners to convert solar heating with substantial cost savings after the fifth year. As the director of marketing, you are in charge of developing the new product.

- (a) Discuss how you would take this idea through the new product development process. Include the commercialization activities in your discussion. (6 Marks)
- (b) Discuss the benefits of Marketing planning to Miujiza Ltd. (7 Marks)

QUESTION FIVE

You have been engaged as the Marketing Manager of East African Portland Cement. Write a memo to your boss to discuss how the recession is bound to affect your firms marketing efforts.

- (a) Highlight the major considerations that you would make in designing a channel system strategy? (6 Marks)
- (b) Explain the basis of segmenting the cement market and mention the criteria for effective segmentation. (7 Marks)

QUESTION SIX

Compaq Computer Corporation made a name for itself in the early 1980's by becoming the first computer company to manufacture and market IBM "Clones" observers point out to Compaq's ability to bring out products quickly and to work with other industry giants, such as Intel, as keys to its success. How would you expect Compaq to organize its operations if it chooses to be guided by:

- a) Product Concept
- b) Production concept
- c) Selling concept
- d) Marketing concept

(13 Marks)