



MUEO

MOI UNIVERSITY

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

**UNIVERSITY EXAMINATIONS
2015/2016 ACADEMIC YEAR**

END OF SEMESTER EXAMINATION

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

EXAM CODE: MBA 840

COURSE TITLE: MARKETING MANAGEMENT

DATE: 18TH FEBRUARY, 2016 TIME: 9.00AM – 12.00NOON

INSTRUCTIONS TO THE CANDIDATES

PLEASE TURN OVER

MOI UNIVERSITY
END OF FIRST SEMESTER EXAM
2015/2016 ACADEMIC YEAR
MBA 840: MARKETING MANAGEMENT

INSTRUCTIONS: - Answer **FOUR** questions

QUESTION ONE

The meaning of the terms Sales and Marketing remains an area of confusion in the minds of many.

- a) As a recent graduate of Marketing, explain the difference between Sales and Marketing. (5 Marks)
- b) Using examples, explain the difference between Product concept and Marketing Concept. (10 Marks)
- c) Explain the importance of an environmental analysis to an organization. (10 Marks)

QUESTION TWO

- a) Outline the steps in the consumer decision making process? Do all consumer decision making involve these steps (15 Marks)
- b) Explain why it is necessary for marketers to understand the post purchase evaluation process. How can marketers control cognitive dissonance? (10 Marks)

QUESTION THREE

- a) Outline the main characteristics that distinguish services from physical products? (10 Marks)
- b) How can intangibility be introduced into services? Explain with the help of examples. (15 Marks)

QUESTION FOUR

- a) Explain the importance of gathering secondary data, prior to undertaking Marketing Research. (10 Marks)
- b) Describe the key limitations of Secondary data and explain how the effects of this can be minimized. (15 Marks)

QUESTION FIVE

Chap Chap Ltd a manufacturer of cement cost of production has been increasing in the recent past and the management feels that an upward adjustment of prices can resolve the situation.

- a) Discuss the implications of the proposed change in prices and explain how Chap Chap Ltd. Can handle the increase in costs and maintain its prices instead of increasing. (10 Marks) .
- b) Discuss the factors that influence the development of a distribution channel in the cement industry. (15 Marks)

QUESTION SIX

Segmentation is at the heart of Marketing Strategy.

- a) Explain the importance of Market segmentation (10 Marks)
- b) As the Marketing Manager at Raia Investments a soft drinks manufacturer, explain how you would segment the soft drinks market in Kenya. (15 Marks)

QUESTION SEVEN

As the new Marketing Manager of Usafi Ltd a Manufacturer of detergents that operates in a competitive environment you realize that the management has not been preparing a marketing plan. You want to demonstrate to your boss that your MBA training can be useful to the organization.

- a) Explain to your boss the importance of a marketing plan and value addition it can offer to the organization. (10 Marks)
- b) What are some of the challenges you are likely to encounter in the creation of a marketing plan? (15 Marks)