

30



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

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

COURSE CODE: MBA 806

COURSE TITLE: MARKETING MANAGEMENT

DATE: WEDNESDAY, 14TH /12/2022 TIME: 2:00 - 5:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE (**compulsory**) and any other THREE questions.

TIME: 3 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 4 Printed Pages. Please Turn Over.

QUESTION: ONE (COMPULSORY)

Marketing profession is very dynamic, integrative and interactive. As a marketing manager of an organization of your own choice your managing director requires you to write an outline report on the following:

- a) The factors that a marketer should consider to ensure appropriate application of marketing mix.
(15marks)
- b) The circumstances that are likely to force the firm to adopt marketing orientation.
(10marks)
- c) The factors that are likely to influence lifespan of a product in the firm.
(15marks)

QUESTION TWO

You work as a director of marketing of a plastic firm, where product prices are set by the financial controller on a cost plus basis. You feel that it is necessary for marketing department to be involved in price setting. Advice. (20marks)

QUESTION THREE

- a) Using a commercial bank of your own choice, explain how it has been able to segment its services to ensure competitiveness.
(10marks)
- b) Urge the criteria for effective market segmentation in an organization.
(10marks)

QUESTION FOUR

- a) Explain the steps in new product development planning process.
(10 marks)
- b) Examine the factors that a firm should take into account when selecting appropriate celebrities to use promote its goods and services on the market.
(10marks)

QUESTION: FIVE:

- a) Critically evaluate the relevance of understanding consumer buying habits by the producers of goods and services.
(10marks)
- b) Boston Consulting Group Model is based on the rationale that market growth rate and relative market share are important for determining appropriate marketing decisions. Advice.
(10marks)