



(University of Choice)

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

MAIN CAMPUS

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

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

COURSE CODE: PBA908

COURSE TITLE: MARKETING THEORY

DATE: WEDNESDAY, 14TH /12/2022

TIME : 2:00 – 5:00PM

INSTRUCTIONS TO CANDIDATES

1. Answer question **one** and any other three questions

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

QUESTION ONE

It has been commonly said that marketing philosophy aims at satisfying customers needs and wants at a profit. Yet critics of marketing have said that marketing creates unnecessary needs and wants. How would you attempt to explain these apparently contradictory views. (20 marks)

QUESTION TWO

- a) Your marketing director is convinced that marketing and selling are essentially the same thing. Put forward an argument that will attempt to prove him/ her that the assertion is incorrect. (10 marks)
- b) Using a well labelled diagram, show how the Black Box theory is utilized in the selling function. (10 marks)

QUESTION THREE

- a) Referring to a new product or service of your choice, identify and comment upon each stage involved in planning a promotional campaign for the launch. (10 marks)
- b) Considering buyer behaviour theory, explain why the selection of promotional tools might differ for a campaign for an industrial product. (10 marks)

QUESTION FOUR

You work for a pet food manufacturer of cat food and you have been asked to write a memo to the marketing strategy department on the following:

- a) The usefulness of the product life cycle concept/ theory for decision making for the current cat food products. (10 marks)
- b) How you would adapt the marketing mix for a cat food product, which appears to be moving into decline stage. (10 marks)

QUESTION FIVE

Marketing information system framework is critical for all practicing marketers who intend to achieve competitive advantage on the market. Discuss this assertion. (20 marks)

