



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION
1ST YEAR 1ST SEMESTER 2013/2014 ACADEMIC YEAR
KISII LEARNING CENTRE**

COURSE CODE: MBA 809

COURSE TITLE: MARKETING MANAGEMENT

EXAM VENUE:LR

STREAM: (MBA)

DATE: 21/8/14

EXAM SESSION: 9.00 – 12.00NOON

TIME: 3 HOURS

Instructions:

- 1. Answer any THREE questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

Q1. DISCUSS CITING RELEVANT EXAMPLES FROM THE INDUSTRY HOW MACRO AND MICRO ENVIRONMENT AFFECTS MARKETING ACTIVITIES. 15MARKS .

Q2.DESIGN A GRAND MARKETING STRATEGY FOR A SERVICE INDUSTRY OF YOUR CHOICE 15 MARKS.

Q3 EXPLAIN ELABORATELY THE CHALLENGES FACING MARKETING OPERATIONS IN THE 21ST CENTURY 15 MARKS

Q4 . EXPLAIN ON THE FACTORS INFLUENCING CUSTOMER DECISION MAKING 15 MARKS

Q5 WHAT IS RATIONALE BEHIND THE STUDY OF MARKETING RESEARCH FOR ORGANIZATIONS. 15 MARKS.

Q6 . DISCUSS THE PROCESS AND PROCEDURE IN NEW PRODUCT DEVELOPMENT
15 MARKS