

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY (MAIN CAMPUS):**

**FINAL EXAMINATION APRIL 2013: MBA 809: MARKETING MANAGEMENT: 1<sup>st</sup> YEAR**

**MASTERS OF BUSINESS ADMINISTRATION:**

**3HRS**

**Instructions:**

Answer any three questions:

- 1.a. Define marketing research. Explain its role in marketing. **10 marks**
- b. Define marketing orientation and discuss the characteristics of a market oriented company **10 marks**
  
- 2 a. List various characteristics of an international market. **5 marks.**
- b. As a consultant to an upcoming foreign based company what marketing environmental factors would you consider while assessing viability of a new market: **15 marks**
  
3. a. Define marketing. List various types of markets **5 marks**
- b. Using a **company of your choice** Discuss in detail the product life cycle (PLC). **15 marks**
  
4. What is a product? List down various types of products. **5 marks**
- b. Explain in detail the marketing mix elements. **15 marks**
  
5. a. What is organizational culture does organizational culture affect performance. Discuss in detail. **10 marks**
- b. Discuss on the various technological and global trends that have affected marketing. **10 marks**
  
- 6 write short notes on the following: **20 marks**
  - Forecasting
  - Motivating the sales force
  - Benefits of MIS
  - Ansoff's matrix