



JARAMOGI OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

MASTERS OF BUSINESS ADMINISTRATION

TIME: 3.00 HOURS

UNIVERSITY EXAMINATION

MAIN CAMPUS

COURSE CODE: MBA 809

COURSE TITLE: MARKETING MANAGEMENT

DATE: 21/12/2022

SESSION: 9.00-12.00NOON

TIME: 2 HOURS

INSTRUCTIONS:

- 1. Answer ANY FOUR 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**
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QUESTION ONE

- a) Discuss the relative significance of the environmental forces which affect marketing systems of a firm. (10 Marks)
- b) Justify why any organization large and small should set aside a marketing budget?

QUESTION TWO

- a) Explain your understanding of Market Segmentation. (3 Marks)
- b) Effective segmentation is a key component for successful marketing. Discuss. (12 Marks)

QUESTION THREE

- a) Identify five key components of Marketing-Mix- (5 Marks)
- b) Elaborate on the interplay of the Marketing-Mix for optimization of profitability and competitiveness in middle level economy -10 Marks

QUESTION FOUR

Coca Cola is one of the world's most recognized manufacturer and distributor of soft drinks yet it Mounts heavy Media advertisement; justify possible reasons why it still invests so heavily on marketing? (15 Marks)

QUESTION FIVE

- a) Differentiate between the 'Product Concept' and the 'Production Concept' of marketing. (3 Marks)
- b) The Marketing Concept is based on the assumption that consumers buy "Value" in products that fulfill their needs. Discuss the various pillars upon which this concept rests and how the pillars relate to buyer behavior. (12 Marks)

QUESTION SIX

Ethical marketing is increasingly gaining credence in today's business operations. Explain the role of ethics in marketing for organization growth and sustainability using known examples. (15 Marks)