



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION**

**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

**MAIN CAMPUS**

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**COURSE CODE: MBA 809**

**COURSE TITLE: MARKETING MANAGEMENT**

**EXAM VENUE:**

**STREAM: (MBA)**

**DATE: 30/04/2024**

**EXAM SESSION: 9.00 – 11.00 AM**

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**Instructions:**

- 1. Answer any FOUR questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. All questions carry equal marks**

1. Marketing functions are increasingly becoming the most important departments across many corporate entities. With reference to vivid examples discuss the reasons that may be responsible for this shift in the corporate landscape.
2. Coca Cola is the world's most recognized manufacturer of soft drinks. Why does it spend so heavily on marketing?
3. Mpesa is arguably one of the world's most celebrated disruptive technologies, it has however enjoyed relatively little success out of Kenya. Discuss possible reasons for the failure of Mpesa in markets outside Kenya.

### Question One

- a) As the CEO a company's orientation towards the marketplace require philosophies that guide a company's marketing efforts and indicate the relative weights that should be given to the interests of the organization, customers and the society in general with relevant examples discuss the philosophies under which marketing activities can be conducted in your organization. (10 marks)
- b) Discuss common concepts/ ideas in marketing that any organization must observe in the current market. (5 marks)

### Question Two

- a) Coca Cola is the world's most recognized manufacturer of soft drinks. They have to understand the components of a marketing environment showing its impact to marketing activities of a firm. Discuss. (10 marks)
- b) Explain the difference between Product Mix and Product Line. (5 marks)

### Question Three

- a) The interplay of the marketing-mix is key in the optimization of profitability and competitiveness in middle level economy, discuss. (15 marks)

### Question Four

Imagine yourself as CEO of a large firm in health sector in Kenya;

- a. Identify major trends in the general environment that provide opportunity for business growth. (10 marks)
- b. What are major likely sources of information to monitor these trends (5 marks)

### Question Five

Explain the strategies service providers adopt to effectively market their products given the unique characteristics of services. (15 marks)

### Question Six

Briefly discuss the following marketing concepts

- (i) Demarketing and Remarketing (5 marks)
- (ii) Outline the key components of social factors and explain how each influence consumer behavior. (5 marks)
- (iii) Public Relations and Publicity (5 marks)