



EMBU UNIVERSITY COLLEGE
(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)

TRIMESTER EXAMINATIONS 2013/2014

FIRST YEAR EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS

ADMINISTRATION

DMA 501: MARKETING MANAGEMENT

DATE: AUGUST 12, 2014

TIME: 5.00 – 8.00PM

INSTRUCTIONS:

Answer ANY Four Questions

QUESTION ONE

Rebecca and Robert recently had a heated argument over the role of marketing in an organization. Rebecca argued that marketing should not be central in organizations and that organizations that do not produce goods for sale should have nothing to do with marketing. Robert dismissed this and argued that marketing is central in organizations and indeed the marketing concept should be practiced in all levels of management. Rebecca and Robert knew that you are an MBA student at Embu University College and they have asked you to guide them on the role of marketing in organization.

Required:

- a) Distinguish between marketing, product, selling and production concept. (10 marks)
- b) Which concept would you recommend to Rebecca and Robert and why? (3 marks)

- c) What is the role of marketing in an organizations strategic plan (12 marks)

QUESTION TWO

Omega Ltd is contemplating entering the dairy industry in Burundi. The company knows that there a few other firms operating there and therefore will be entering the market as a market challenger and not as a pioneer. The company is also aware that an understanding of the competitors will be important if the company is to compete effectively.

- a) Briefly explain any four (4) key general attack strategies that the company can use. (16 marks)
- b) What aspects of competitor analysis should Omega do in order to be able to compete effectively (9 marks)

QUESTION THREE

- a) A Lockwood Enterprises wants to engage in expansion of its business operations. One of the senior managers, Ms Saida has been with the company since inception 30 years ago and vaguely remembers the product life cycle. With the help of an appropriate model, explain to Ms. Saida the product life cycle and strategies that Lockwood Enterprises should pursue in each stage (20 marks)
- b) Briefly explain to the management of Lockwood why new products fail (5 marks)

QUESTION FOUR

- a) You have been tasked with the responsibility of setting prices for newly established MBA programs in Embu University. Discuss the factors you will consider in order to set prices that are acceptable to the target market of the University (15 marks)
- b) Companies in Kenya and globally are currently spending large amount of resources in promotion. Explain why. (10 marks)

QUESTION FIVE

- a) Using appropriate examples, explain the unique features of service marketing (15 Marks)
- b) As a consultant, you are required to prepare a presentation on the factors to consider in segmenting the detergent market to a group of senior managers who have no marketing background. What would you include in your presentation (10 marks)

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