



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH
INFORMATION TECHNOLOGY

MAIN CAMPUS

ABA 432: ISSUES IN MARKETING MANAGEMENT


Date: 28th July, 2017

Time: 12.00 - 3.00 pm

INSTRUCTIONS:

- Answer question ONE and any other THREE questions
- Question ONE carries 25 marks while the rest carry 15 marks each

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ISO 9001:2008 CERTIFIED 

QUESTION ONE.

Nairobi County has received a presentation on the possibility of implementing a green marketing strategy. Discuss the policy guidelines to be included in the City's by laws on green marketing strategy (30marks)

QUESTION TWO

Discuss ways of implementing the relationship marketing strategy.

(15marks)

QUESTION THREE

Discuss ways of implementing the relationship marketing strategies to an organization of your own.

(15marks)

QUESTION FOUR

- a) Explain the various criticisms for adopting the marketing orientation by help of appropriate examples. (9 marks)
- b) "With the advent of on-line marketing, the use of various channels in the distribution of products has become obsolete". Using relevant examples explain 3 distribution channels that have been affected by on-line marketing. (6 marks)

QUESTION FIVE

- a) Organizations are environment depended or environment serving. Discuss this statement by the help of relevant examples. (8 marks)
- b) Using relevant examples explain the role of ethics in marketing. (7marks)

QUESTION SIX

- a) Explain how companies have responded to the internet and other powerful new technologies with e-business strategies and how these strategies have resulted in benefits to both buyers and sellers. (8 marks)
- b) Discuss how the digital age is affecting both consumers and the marketers who serve them. (7 marks)