



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION

DMA 501: MARKETING MANAGEMENT

DATE: APRIL 24, 2018

TIME: 2:00 PM – 5:00 PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (25 MARKS)

- a) Mobile money transfer companies in Kenya today are providing competition to the traditional bank services and as such financial institutions require the development of marketing concepts that address the management functions to retain the market share. Explain how the role of marketing compliments the marketing concepts towards maintaining the market share with regards to money transfer services in Kenya. (12 marks)
- b) The Safaricom Mobile Phone Services provider intends to introduce a new product in the market. Interrogate the product life cycle and explain the marketing strategies which can be used at the introduction stage of the product. (13 marks)

QUESTION TWO (25 MARKS)

- a) Explain the relevance of any two marketing philosophies (8 marks)
- b) Use relevant examples to discuss the characteristics of a strategic business unit (6 marks)
- c) A SBU's appropriate objective cannot be determined solely by its position in the growth share market. Using relevant examples and a diagram, discuss how the General Electric

Model (GE) model can be used by a company to determine its capabilities and the nature of its market (11 marks)

QUESTION THREE (25 MARKS)

- a) Discuss how the marketing strategies for the industrial markets (Business to Business) may differ from those of the consumer markets (12 marks)
- b) With the growth of universities in Embu, Equity bank has introduced a student account which serves mainly the population aged between 18 and 30 years. Using the methods in selection of a market segments, analyse the main consideration in evaluating and selecting such a market segment. (13 marks)

QUESTION FOUR (25 MARKS)

- a) Discuss the relevance of any five market positioning strategies (5 marks)
- b) Explain the appropriateness of both the differentiated and undifferentiated marketing in market segmentation (10 marks)
- c) Explain how the strategies for local marketing may differ from those for international marketing (10 marks)

QUESTION FIVE (25 MARKS)

- a) Discuss how the Porters five forces can be used for determining the long-run structural attractiveness of a segment in the mobile phone service. (12 marks)
- b) You have been contracted by a company in Embu to conduct marketing research. Discuss the steps you will follow in the marketing research (13 marks)

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