



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF BUSINESS AND ECONOMICS**

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2020/2021 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR DOCTOR OF  
PHILOSOPHY IN BUSINESS ADMINISTRATION**

BCM 716– MARKETING THEORIES

DURATION: 3 HOURS

### **INSTRUCTIONS TO CANDIDATES:**

1. Answer Any Four questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**QUESTION ONE (25 MARKS)**

- a) State the Pareto principle. (2marks)
- b) Discuss the four primary variables of the Expectancy disconfirmation theory. (8marks)
- c) By use of a diagram, explain the product lifecycle by Levitt 1965. (10marks)
- d) Evaluate the Porter's five forces theory in the context of marketing. (5marks)

**QUESTION TWO (25 MARKS)**

- a) Discuss the Porter's % forces theory that determine industry profitability. (10marks)
- b) Analyse the four components of the Ansoff matrix theory of marketing. (8marks)
- c) Evaluate the marketing mix theory Seven P's. (7marks)

**QUESTION THREE (25 MARKS)**

- a) By the help of a diagram, describe how the SWOT analysis model work. (8marks)
- b) Discuss the macro marketing environment. (10marks)
- c) Evaluate the difference between the marketing communication mix and the marketing mix. (4marks)
- d) Discuss three characteristics of product development. (3marks)

**QUESTION FOUR (25 MARKS)**

- a) Discuss the five promotional mix elements. (10marks)
- b) Evaluate the Maslow's hierarchy of needs 5-tier model. (10marks)
- c) Examine how market segmentation theory work. (5marks)

**QUESTION FIVE (25 MARKS)**

- a) Highlight the one question asked under the market development. (1mark)
- b) Discuss how the Brand Archetypes theory work. (12marks)
- c) Evaluate six (6) marketing theories. (12marks)