



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (MARKETING OPTION)

BCM 304 – MARKETING MANAGEMENT

DURATION: 2 HOURS

DATE: 18TH APRIL, 2018

TIME: 9.00 - 11.00 P.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A – ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE

- a) Companies need to identify the level of product relevant to their specific target market. Using a company you are familiar with, explain the five product levels. (10 marks)
- b) Having been appointed a marketing consultant by the Sarova Group of Hotels, advise the management on the four services characteristics that distinguish them from tangible goods. (10 marks)
- c) Industrial markets have to determine the best channel alternatives among the available choices. Discuss five product factors affecting the choice of distribution channels by the major manufacturers of consumer products in Kenya (10 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- a) Price can be defined as the measure of value exchanges by the buyer for the value offered by the seller. As the marketing manager of a leading local soft drinks company, explain five factors you would need to consider when setting the product prices (10 marks)
- b) Positioning is the act of a company's offering and image to occupy a distinctive place in the target markets. Explain five product positioning strategies used by modern organizations. (10 marks)

QUESTION THREE

- a) Success with selling new products depends on the identification of various adopter categories in the market. Discuss five factors that influence the rate of new product adoption (10 marks)
- b) Over the year, the trends and marketing approaches have been changing modern marketing managers have to cope with numerous challenges which pose great threats to the existence of their organisations. Analyse five challenges facing today's marketing managers (10 marks)

QUESTION FOUR

- a) Successful companies know the importance of constantly watching and adapting to the changing environment. Evaluate five reasons why it is important for a company to scan its environment (10 marks)

- b) In carrying out marketing analysis planning implementation and control, marketing manager need information at almost every turn. Explain five ways that marketing manager can use marketing information. (10 marks)