



# **MACHAKOS UNIVERSITY**

University Examinations for 2019/2020 Academic Year

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR**

**DOCTOR OF PHILOSOPHY IN BUSINESS**

**BBA 922: MARKETING THEORY**

**DATE: 4/12/2019**

**TIME: 9.00-12.00 PM**

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## **INSTRUCTIONS:**

- i. Answer questions ONE and any other THREE questions. In total answer FOUR questions.
- ii. Question ONE carries 30 marks in total while the rest of the questions accounts for 20 marks each.
- iii. Use of relevant examples and real life cases is encouraged.

## **QUESTION ONE (30 MARKS)**

- a) “Every product we buy, every store we visit, every media message we receive, every choice we make in our consumer society, has been shaped by the forces of marketing”.
  - i. Discuss the theoretical basis of this statement (6 marks)
  - ii. Citing various practical scenarios discuss the appropriateness of this statement for modern business managers and consumer behavior (6 marks)
- b) It has become imperative across many business enterprises that embracement of Michael Porter’s generic strategies is critical for attaining and sustaining competitive edge.
  - i. Citing various cases, discuss the Michael Porter’s generic strategies, pointing out situations appropriate for each one of them. (9 marks)
  - ii. How do these strategies inform the decision making in each of the marketing mix elements? (9 marks)

## **QUESTION TWO (20 MARKS)**

- a) Using relevant and real life examples; state and discuss four possible causes of micro-marketing inefficiency across various business enterprises. (10 marks)
- b) Citing various cases, discuss the five stages in the evolution of global marketing. (10 marks)

## **QUESTION THREE (20 MARKS)**

The five eras in the history of marketing are competing concepts which guide the practice of marketing across various organizations. Citing practical and real life cases (notably where each of these are practiced), discuss the following concepts, bringing out their appropriateness and shortcomings.

- a) Production Concept (4 marks)
- b) Product Concept (4 marks)
- c) Selling Concept (4 marks)
- d) Marketing concept (4 marks)
- e) Societal Marketing Concepts (4 marks)

## **QUESTION FOUR (20 MARKS)**

“A coherent marketing plan should identify the needs and desires of the customer and show how the product can deliver benefits that will enhance the customer's daily life. Small business marketing efforts require co-operation, strategic planning and the implementation of carefully designed campaigns”. Various theories have examined how the most successful of these efforts have reached fruition. Using appropriate examples discuss the following schools of thought and how their embracement can contribute to or hinder the realization of an enterprise's goals.

- a) Commodity school (5 marks)
- b) Behavioral school (5 marks)
- c) Managerial school (5 marks)
- d) Interregional school (5 marks)

## **QUESTION FIVE (20 MARKS)**

Discuss the relevance and significance of the following theories and models to the marketing managers.

- a) Theory of Reasoned Action (4 marks)
- b) Motivation-Need Theory (5 marks)
- c) Ansoff product-market matrix (6 marks)
- d) Michael Porter's five forces (5 marks)