



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

DOCTOR OF PHILOSOPHY IN BUSINESS

BBA 900: MARKETING THEORY

DATE: 15/12/2021

TIME: 9.00-12.00 PM

INSTRUCTIONS

1. ANSWER question **ONE** and any OTHER **THREE** questions
2. Question ONE carry 30 marks each, while the rest carry 20 marks each
3. Use of suitable real practical examples and creative thinking is encouraged

QUESTION ONE (30 MARKS)

- a) Using various and suitable case scenarios and examples, make a discussion of the various marketing orientations as identified through the history of marketing and their appropriateness to today's contemporary businesses. (10 marks)
- b) Interrogate and provide a critique of the four prominent marketing schools of thought, bringing out their relevancy and pitfalls for today's businesses (8 marks)
- c) Using suitable examples and business scenarios,
 - i. Provide a discussion on the five stages of evolution of global marketing (6 marks)
 - ii. How does the Comparative Advantage Theory and the International Product Cycle Theory inform decisions on any of the stages in the evolution in c)i above? (6 marks)

QUESTION TWO (20 MARKS)

Using suitable and real business situations, provide a critiques of the following frameworks in aiding marketing managers and practitioners in making marketing decisions

- a) Michael Porter's five forces frameworks (10 marks)
- b) Ansoff's Product/Market Matrix (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the rationale behind the “Maslow’s hierarchy of needs” thoughts (10 marks)
- b) Providing examples, discuss the postulations by Abraham Maslow in terms of the choices made by the consumers of today. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Using suitable business case, Discuss the contributions of two marketing mix theories when planning for marketing promotional campaigns. (10 marks)
- b) Company ZY has been expanding in last five years, the marketing manager felt that major decisions needed to be made by the management in relation to understanding the company’s distribution costs and its ability to meet mark up needs.

Required

With reference to the above scenario,

- i. Discuss five pricing strategies significant to distribution of goods and support your strategies by use of marketing mix theories. (5 marks)
- ii. Make a discussion on the factors to consider in managing distribution challenges due to the growth of the company. (5 marks)

QUESTION FIVE (20 MARKS)

- a) Using suitable marketing scenarios analyze five tactics that a marketing Manager can use to influence consumers to be loyal to the company’s products. (8 marks)
- b) As a marketing expert apply the classical conditioning and learning theories in positioning a company’s products in the market (8 marks)
- c) Today’s marketing practices are faced by many challenges. In reference to product brand of your own choice, analyze 4 marketing practice challenges. (4 marks)