



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

MASTER OF BUSINESS ADMINISTRATION

BBA 840: MARKETING MANAGEMENT

DATE: 15/12/2021

TIME: 9.00-12.00 PM

INSTRUCTIONS

ANSWER question ONE and any OTHER **THREE** questions

QUESTION ONE (40 MARKS)

Zina company has been in operation since 2012 and it was doing well. In its early years of operation the company enjoyed monopoly in the production and shipping of soft drinks. The company had established branches in most cities Europe and its networks were well established. It invested a lot in training employees at departmental levels and operational systems were well put in place. Employees enjoyed good salaries and devoted their energy to the growth of the company. In the year 2015, the market was very attractive and new firms gained entry to the market. The Management of the company noted the new changes in the market but ignored. The marketing manager by that time Mr. Brooke advised management to introduce new operational strategies to restrict entry of the new firms and make the business environment more hard for the new entrance to survive, such as to reduce the prices of their products for a period of time, improve the quality of their product which had been comprised due to large expansion among others. This was not done, Management believed that due to their monopoly in the market, the company could competitively push the new firms from the market. By the year 2018, most of new firms had gotten fair market share in the market and were doing well. The market environment became competitive, the marketing manager continued to advice management on new strategies which were again ignored and finally, the manager resigned. Zani company engaged another market manager who felt that there was need to improve the company's operations, product quality, pricing strategies, and distribution strategies. This was not easy for the management as cost of production started to increase, as well as employee turnover was increasing.

REQUIRED

With reference to the case above;

- a) As marketing expert advice Zani company Management of the importance of scanning external marketing environment and the risks involved if company's SWOT analysis is not done. (15 marks)
- b) Discuss five recovery strategies the company can use. (5 marks)
- c) Based on the wide operations of the company, Discuss five distribution strategies and five branding strategies appropriate for the company in managing market competition. (15 marks)
- d) As a marketing consultant, advice on how the company can utilize marketing information system to position the company competitively in the market. (5 marks)

QUESTION TWO (20 MARKS)

- a) As a marketing manager, in reference to a company of your own choice that is at decline stage, make a discussion how pricing approaches can be used in positioning the company in the market. (16 marks)
- b) Today's marketing practitioners are faced by many challenges. In reference to product brand of your own choice, analyze 4 marketing practice challenges. (4 marks)

QUESTION THREE (20 MARKS)

Research information determines the success of marketing activities in a company. Identify a research problem in a company of your own choice and prepare research proposal covering the following:-

- a) Defining the problem and research objectives (10 marks)
- b) Developing the research plan for collecting information (10 marks)

QUESTION FOUR (20 MARKS)

Tosha Company has been performing well, sales increasing, as well as profits. The company intends to open new outlets in five counties in Kenya.

Required

- a) As a marketing expert, make a discussion advising the company on the Steps to follow in segmenting the new outlets, targeting, and positioning the company. (12 marks)
- b) Prepare a report to management on product attributes decision the management should guard in the process of expansion. (8 marks)

QUESTION FIVE (20 MARKS)

- a) As marketing expert use the psychological factors that influence consumer behavior to plan for promotional campaign. (10 marks)
- b) Product distribution knowledge is important to a marketing manager. Discuss four different channels of distribution and challenges likely to be face in each channel. (10 marks)