



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

MASTER OF BUSINESS ADMINISTRATION

BBA 848: MARKETING MANAGEMENT SEMINAR

DATE: 20/8/2021

TIME: 9:00 – 12:00 NOON

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

QUESTION ONE (COMPULSORY) (30 MARKS)

Rural Service Push of Samsung LTD:

Samsung Electronics Ltd was started to provide mobile service in rural areas of South Africa. This was an initiative to provide customer services to rural customers in order to differentiate itself in the market. The market had many competitors who had not focused on communities in the rural areas. The company manager called a meeting with all heads of marketing departments to discuss the various strategies that could be used to satisfy the needs of the rural community. By the end of the meeting various strategies related to customer service, pricing, distribution, promotions were put in place. Costing was done to take care of all the activities outlined in the meeting. The strategies provided details about the mobile service vans called 'Customer Delight Service Vans' that the company launched to provide the rural customer service. The meeting also discusses the various factors that prompted Samsung LTD to revamp its customer service and focus on the rural customer. Members also provided details about the importance of focusing on the company's rural customer service and service vans— a move away from the norm for urban consumers that most companies provide for, which mostly emphasizes about product features for the urban customers. During the meeting, members also discussed about the company's other customer service initiatives that were constantly being upgraded in keeping with changing customer requirements. Responsibilities were shared among the departmental heads for implementation.

Required

With reference to the case above;

- a) As marketing expert prepare a report advising on strategies that can be used to improve service delivery in the rural areas in South Africa by Samsung Electronics Ltd and justify why the strategy. (10 marks)
- b) Make a discussion on service delivery and prepare a report on the service elements the company should consider in service delivery. (10 marks)
- c) In reference to the company, make a discussion on market differentiation and justify why the company focused on new market segment (the rural areas in South Africa). (10 marks)
- d) Using the above case study, develop specific promotion strategies that can be utilized by the company to grow its market share in the rural areas. (10 marks)

QUESTION TWO (20 MARKS)

- a) Companies use market segmentation information to position themselves in the market. As a marketing manager, prepare a management report advising the management on how to conduct market segmentation and discuss on how a company can utilize different bases of segmenting markets to increase its market share. (15 marks)
- b) Identify a product of your own choice and use the levels of a product to design marketing promotion strategies. (5 marks)

QUESTION THREE (20 MARKS)

Marketing mix is the convenient means of organizing all the variables controlled by the marketer that influence transactions in the market place. In reference to business enterprise you are familiar with, examine how the enterprise utilizes the marketing mix elements in marketing the enterprise products and make recommendations to the management on best practices in utilizing every marketing mix element to influence consumer behavior in the market.

QUESTION FOUR (20 MARKS)

- a) Marketing environmental analysis is an essential step in understanding the external and internal forces that might affect a business. As a marketing manager, use a company of your own choice to prepare environmental analysis report advising management on strategies that the company can put in place to minimize the external forces challenges. (10 marks)

- b) Consumer buying behavior is a process. In reference to an enterprise, you are familiar with, Discuss and report on the strategies that can be put in place to influence internal factors that influence consumer buying behavior. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Marketing information system plays an important role in organizations' decision-making process. Analyze the role of each component of marketing information system in decision making. (10 marks)
- b) Most businesses in Kenya have been facing various marketing challenges during the Covid - 19 periods. Identify five marketing challenges that firms have been facing and provide solution to the identified challenges. (10 marks)