



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

MASTER OF ARTS IN LEADERSHIP

MAY-AUGUST 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: LEADERSHIP AND GOVERNANCE

COURSE CODE: MAL604

COURSE TITLE: MISSION, MARKETING & QUALITY

EXAM DATE: MONDAY 5TH AUGUST 2019

DURATION: 2 HOURS

TIME: 8:00PM-11:00PM

INSTRUCTIONS

- Read all questions carefully.
- ANSWER **question one** and **one** questions from **section B (20 Marks)**

Section 1 (compulsory)

1. The marketing channels used to distribute a product and the reason for their selection is attributed to key considerations. Discuss the four channels of distribution and the considerations for choice for marketing

(10

Marks)

Section 2 (Answer any two)

2. The biggest challenge today for many private universities is acquisition of students. Discuss the factors that the marketing departments in this universities consider when marketing?

(10 marks)

3. Kenya lenders have been turning to technology in the attempts to respond to the competition from the mobile phone- based Safaricom Mpesa. Under various SME lending platforms banks like KCB Bank Kenya, Commercial Bank of Africa , NIC ,Co-operative Bank , DTB amongst others have targeted the 3500 SME businesses with their mobile banking applications.

You have been contracted as a consultant to review the brand strategy taken on by these banks. Review if the banks should have adopted the new branch strategy or the brand extension strategy for the launch of mobile banking applications. Prepare considerations in support of your review to be presented to the Board of Directors.

(10

marks)

4. As a Sales Manager orienting a new sales force team, describe and explain the process of client conversion and approaches used to convert the customer from a prospect to building a relationship.

(10 marks)

5. As a new Marketing Manager in a non-alcoholic beverage bottling and distributing company; you have been asked to prepare a summarized advertising campaign for the launch of the new product “Caffeinated Coca Cola”. Prepare the summarized version of your advertising campaign which should incorporate the “eight M formula” for advertising campaign.

(10 Marks)