



**PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION
MAY-AGUST SEMESTER 2024
MARKETING MANAGEMENT (ONLINE)**

SECTION A (COMPULSORY)

QUESTION ONE [10MKS]

- (a) Explain two marketing concepts under which business enterprises conduct their marketing activity [2mks].
- (b) Explain two individual determinants of consumer behavior [2mks].
- (c) Explain two strategic goals of marketing communication in an organization [2mks].
- (d) Explain two factors that influence pricing of a product [2mks].
- (e) Differentiate between branding and brand equity [2mks].

SECTION B: ANSWER ANY FOUR QUESTIONS

QUESTION ONE [10MKS]

Write short notes on the following:

- (a) Mass Marketing [2mks]
- (b) Niche Marketing [2mks]
- (c) Public relations and publicity [2mks]
- (d) Marketing management [2mks]
- (e) International marketing [2mks]

QUESTION TWO [10MKS]

- (a) Using examples, differentiate between consumer products and business products [4mks].
- (b) Explain briefly four main stages of product life cycle [4mks].
- (c) Explain two pricing strategies to an organisation [2mks].

QUESTION THREE [10MKS]

- (f) Differentiate between internal and external marketing environment [2mks].
- (g) Explain two internal environment factors which influence various strategies and decisions within the organisation [4mks].
- (h) Explain two macro environment factors that determine decision making in an organization [4mks].

QUESTION FOUR [10MKS]

- (a) Explain the meaning of marketing segmentation [2mks]
- (b) Explain two approaches of marketing segmentation [4mks]
- (c) ABC company is seeking the services of a marketing manager to advise about market segmentation for its fast-moving consumer goods. Advise the company on the criteria it should adopt to make the segmentation process more effective [4mks].

QUESTION FIVE [10MKS]

- (a) Explain the meaning of product positioning [2mk]
- (b) Distinguish between differentiated and undifferentiated marketing [4mks]
- (c) Explain briefly two product positioning strategies that organisations can use to position their products in the minds of consumers [4mks]