



PAN AFRICA CHRISTIAN UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

END OF TRIMESTER EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: MBA505 -MARKETING MANAGEMENT

EXAM DATE:

TIME: 3hrs

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer any **four questions only**

QUESTION ONE

Marketing orientations theory has evolved overtime from production to holistic approach. Discuss this statement citing cases as appropriate (10 marks)

QUESTION TWO

The marketing arena has been tormentors globally for the last one year or so. Analyze this statement under the following headings.

- | | |
|------------------------------|----------|
| a) Political environment | (3marks) |
| b) Economic environment | (3marks) |
| c) Social environment | (2marks) |
| d) Technological environment | (2marks) |

QUESTION THREE

- a) Identify and explain the main steps involved in the marketing research process (2marks)
- b) Discuss the various Data collection methods that a marketing researcher can use to gather information (8marks)

QUESTION FOUR

Explain the following characteristics that differentiate a service from a product

- a) Intangibility (2marks)
- b) Inseparability (2marks)
- c) Perishability (2marks)
- d) Variability (2marks)
- e) Lack of Ownership (2marks)

QUESTION FIVE

Describe the following steps that a new product development process takes before a product or service is introduced to the market

- a) Idea generation (1mark)
- b) Screening (2marks)
- c) Concept testing (2marks)
- d) Outlining marketing strategy (1mark)
- e) Business analysis (1mark)
- f) Product development (1mark)
- g) Test marketing (1mark)
- h) Commercialization (1mark)

QUESTION SIX

- a) Explain any three methods of establishing pricing policies (3marks)
- b) Discuss any two marketing Distribution strategies (2 marks)
- c) Explain any two communication mix applicable in marketing (2 marks)
- d) Outline and explain any three positive implications of adoption of internet technologies in marketing activities (3marks)