



**PAN AFRICA CHRISTIAN UNIVERSITY**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF  
MASTERS OF BUSINESS ADMINISTRATION**

**MAY-AUGUST 2017**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS**

**COURSE CODE: MBA505**

**COURSE TITLE: MARKETING MANAGEMENT**

**EXAM DATE: MONDAY 31<sup>st</sup> JULY 2017**

**TIME: 9:00AM-12:00PM**

**INSTRUCTIONS**

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Attempt Section A and ANY other **Four** Questions from section B

## SECTION A

Q1.(a) Manguo Ltd is a manufacturer of fast moving consumer goods(FMCGs). The company

has been in existence for about 25 years and has been improving on and developing newproducts at an enviable rate. When asked to comment about the input of consumers in product development and improvements, the General Manager (He is charge of marketing), comments that, ‘’ We see no need in involving the customer at all since we ultimately make sure the product is as good as any can get...in other words we don’t bother with anything else as long as the product is right ’’. Identify and explain the marketing philosophy that appears to guide the management of the company ( 10 mks).

(b) Comment on the need for SWOT analysis in the development of a marketing program  
(10 mks)

(c) Explain the concept of Integrated Marketing Communication (IMC) ( 5mks)

(d) Discuss the practice of demarketing using local examples (10 mks).

(e) Highlight instances when marketing may be injurious to the society (5 mks)

**Qn.2** ‘’It is necessary for marketing practitioners to ensure integration of all elements of the marketing mix.....’’, Commented a presenter during a workshop for marketing managers. Discuss using examples the implication of this statement. (15 mks)

**Qn.3** Explain the maturity stage in the product life cycle clearly showing the managerial interventions that may be recommended for a product in this stage. (15 mks).

**Qn.4** (a) Argue a case for branding (5 mks)

(b) Explain giving reasons why a new product may fail ( 10 mks)

**Qn.5** You have been invited by an undergraduate class to make a presentation entitled, ‘’Factors considered in the determination of prices and the approaches to price setting’’. What would be the contents of your discussion ? ( 15 mks)

**Qn.6** (a) Discuss the distribution strategies ( 9 mks)

(b) In the marketing of the future there will be no Brick and Mortar. Comment on this statement ( 6 mks).