



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END OF SEMESTER 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

The concept of marketing has evolved through different stages from production orientation to societal orientation. With the aid of an example for each case, discuss this statement (10 marks)

QUESTION TWO

The marketing environment comprises of influencing factors some of which are uncontrollable by the organization. Discuss 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 stages in the research process (2marks)
- b) Discuss the various research methods that a marketer 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 takes before introduction 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 two methods of establishing pricing policies (2marks)
- b) Discuss any two marketing Distribution strategies (4marks)

c) Explain any two communication mix applicable in marketing (4marks)