PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

MAY-AUGUST 2025

CAMPUS: ROYSAMBU-EVENING (ON –LINE)

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: MBA 505

COURSE TITLE: MARKETING MANAGEMENT

EXAM DATE: AUGUST 2025

TIME: 6.30PM- 9.30PM

INSTRUCTIONS

- This exam carry a total of SIX Questions of [10 Marks Each]
- Section One (I) is compulsory.
- Answer any 3(Three) Questions from Section Two (II)
- Read all questions carefully before attempting.

SECTION 1

QUESTION ONE: CASE STUDY (10 Marks)

SmartCrop Tools Ltd, a Kenyan startup, has launched a solar-powered irrigation kit aimed at smallholder farmers. Despite affordable pricing and demonstration events in rural counties, uptake has been slow. Market research reveals that most farmers still prefer traditional tools due to unfamiliarity with the technology and limited trust in new brands.
The firm has budget constraints but seeks to grow market share sustainably within two years.

a) Analyze two barriers to adoption using the Innovation Diffusion Theory. **(3 marks)**
b) Propose two strategic marketing actions SmartCrop Tools Ltd can take to reposition its product and improve adoption. **(4 marks**)
c) Discuss two key customer value propositions SmartCrop Tools Ltd should emphasize to overcome farmers' resistance to adopting solar-powered irrigation kits. **(3 marks)**

SECTION 2

QUESTION TWO: (10 Marks)

a) Distinguish between penetration pricing and psychological pricing, using a Kenyan retail example for each. **(5 marks)**
b) Explain the role of customer lifetime value (CLV) in guiding pricing decisions in Kenya's mobile telecom sector**.** **(5 marks)**

QUESTION THREE: (10 Marks)

a) Explain the role of grocery platforms in enhancing product visibility and sales for Kenyan industry. **(5 marks)**

b) Describe two ways a Kenyan FMCG firm can use customer data to optimize product placement and promotional timing. **(5 marks*)***

QUESTION FOUR: (10 Marks)

a) Explain the use of product mix depth and packaging design by a leading Kenyan dairy company to differentiate its brand. **(5marks)**

b) Analyze two steps in the new product development (NPD) process that an SME should follow to introduce a sugar-free beverage. **(5 marks)**

QUESTION FIVE: (10 Marks)

a) Describe ways a Kenyan SME can use psychographic segmentation to target middle-income Nairobi consumers on TikTok. **(5 marks)**

b) Explain the influence of a positioning strategy on the selection of digital promotion tools. **(5 marks)**

QUESTION SIX: (10 Marks)

Using two relevant examples, analyse the application of loyalty programs and retention metrics in supporting long-term customer relationships**.** **(5 marks)**

b) Propose and explain two elements of an integrated marketing communication (IMC) strategy for a Kenyan SME entering the Ugandan market. **(5 marks)**