



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

MASTERS OF BUSINESS ADMINISTRATION

JANUARY – APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: MBA505

COURSE TITLE: MARKETING MANAGEMENT

EXAM DATE: THURSDAY 11TH APRIL 2019

TIME: 5.30PM – 8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- This examination script consists of **Six (6)** questions.
- Answer **Question One**(Compulsory) and any other **four** questions
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

Many successful firms see marketing as the keystone of their business and that modern marketing has taken a more strategic role in many modern organizations. Marketing in such firms is viewed not as a separate function, but rather as a profit-orientated approach to business that permeates not just the marketing department but the entire business. The central mission of the entire organization is seen as the satisfaction of customer requirements at a profit (or, in not-for-profit sectors, at a maximum level of efficiency or minimum level of cost). This is achieved by focusing the attention of the entire organization on the importance of the customer and the needs of the market place. Internal marketing is also required to achieve this. marketing is not necessarily narrowly confined to a particular office or department, and indeed one of the most frequent problems that companies have is in the vision by other departments (and sometimes even the marketing department itself) that somebody 'does' marketing in the process sense. Marketing is really an attitude of mind or an approach to business problems that should be adopted by the whole organization. It is only when the discipline is understood in this wider context that management can properly appreciate the role of marketing and its value to an organization. some people take myopic view of the subject and see marketing merely as a collection of well-developed management techniques, which when combined, constitute a functional area of the organization's management operations. More enlightened practitioners and theorists view the subject as an overriding business philosophy which guides the organization in everything it does strategically, tactically and operationally.

- a) Discuss the changing role of marketing in the modern organization clearly highlighting factors that have led to this changing role of marketing in this era (10 marks)
- b) Discuss the benefits of having a functional marketing department to an organization (5 marks)
- c) Discuss the merits of internal marketing to the realization of organizations goals (5 marks)
- d) Discuss the marketing environments explaining how each affects the organization (10 marks)

- e) The central mission of the entire organization is seen as the satisfaction of customer requirements at a profit. Discuss this statement clearly explaining the benefits of customer satisfaction to an organization. (10 marks)

QUESTION TWO:

- a) Write short notes on the following marketing pillars:
- i. Market segmentation [2 marks]
 - ii. Target positioning [2 marks]
 - iii. Niche Marketing [2 marks]
 - iv. Green marketing [2 marks]
 - v. Product Mix/line [2 marks]
- b) Discuss the marketing mix of both tangible and intangible products (5 marks)

QUESTION THREE

Moses intends to go to the newly inaugurated Nation of South Sudan to do business there. His enterprise has been operating from Nairobi Kenya where he has successful given a range of services from tourism, real property sales and importing cars for resale. His estimates tells him that agribusiness in south Sudan has a lot of potential even though he does not have current economic figures for the Southern Sudan. He has come to you for advice on the way forward.

- a) Discuss what you will advise him to find out before he enters the foreign market? (5 marks)
- b) Briefly, explain any five sources of such information (5 marks)
- c) Briefly explain any five strategies which might be used by Moses to enter the Sudanese market (5 marks)

QUESTION FOUR

- a) Discuss five reasons on the need for international trade between countries (5 marks).
- b) Discuss challenges encountered by marketers in international marketing (5 marks)
- c) Identify any five Special problems experienced by marketers while undertaking international marketing research (5 marks)

QUESTION FIVE

- a) Discuss the new product development process (2 marks)
- b) Discuss the buyer decision making process (3 marks)
- c) Discuss the Product life cycle and strategies adopted by marketers to counter challenges faced at each stage (10 marks)

QUESTION SIX

- a) Explain the merits of using web marketing (2 marks)
- b) Discuss factors influencing consumer behavior (8 marks)
- c) Discuss five communication mix elements (5 marks)