



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FOURTH YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS BACHELOR OF SCIENCE IN INFORMATION SCIENCE

COURSE CODE: INS 406

COURSE TITLE: MARKETING MANAGEMENT

DATE: 23RD APRIL 2019

TIME: 1100 - 1300HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

*This paper consists of **TWO** printed pages. Please turn over.*

1. (a) List and explain the importance of marketing in the society (8 marks)
(b) Identify and discuss four marketing management philosophies (8 marks)
(c) Briefly discuss the impact of political, economic and demographic environments on marketing practices in your country (9 marks).
2. (a) What is marketing environment? (3 marks)
(b) Discuss the micro-environmental factors affecting the performance of an organization (12 marks)
3. A company wants to develop a new product in the market. As a marketing consultant which steps would you advise them to follow in the development of their new product? (15 marks)
4. Distinguish between surveys, experiment and observational methods of data collection in a marketing research (15 marks)
5. (a) What is market segmentation? (3 marks)
(b) Discuss the four bases of market segmentation (12 marks)

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