



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF COMMERCE

COURSE CODE: BCM 3138-1

COURSE TITLE: PRODUCT MANAGEMENT

DATE: 15TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

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

*This paper consists of **three** printed pages. Please turnover*

QUESTION ONE

- i. Effective product management interphases with other organizational functions. Explain. **(6 marks)**
- ii. You have been appointed auditor to the Simba Flour Mills to audit their product management practices. How will you identify whether product management practices are good, or bad? **(7 marks)**
- iii. Create a tagline for a new Matatu brand **(2 marks)**

QUESTION TWO

Mareba Foods Limited is planning to introduce **ALOE VERA** to its juice brand line. As their consultant for their launch, prepare the presentation that you will make to the board regarding how the concept of segmentation-targeting-positioning will be used to ensure a successful launch. **(15 marks)**

QUESTION THREE

- i. You have been making liquid soap in your room in order to supplement the stipend that you receive from your parents. Your sales have been growing steadily and now you want to brand it so that you can enlarge your reach. Explain how this will enable you to stand out from the competition **(10 marks)**
- ii. What specific aspects will you pay attention to at the launch of your brand? **(5 marks)**

QUESTION FOUR

Manukato Products have been recording losses. One of the main causes has been their inability to distinguish between product identification and product definition. Kindly assist them make the distinction by highlighting the activities that are carried out at these two different stages of product management. **(15 marks)**

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