



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF COMMERCE**

COURSE CODE: BCM 3138-1

COURSE TITLE: PRODUCT MANAGEMENT

DATE: 13/12/ 2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

a) Your company has realized the importance of having the position of a product manager and is prepared to hire one. Prepare the job description for Human Resource Management to guide the hiring process. **(6 marks)**

b) Describe the distinct occurrences in the evolution of product management in the 1950s **(6 marks)**

c) Discuss the marketing strategies that are appropriate for the growth stage of the product life-cycle **(8 marks)**

QUESTION TWO

Emirates is planning to introduce direct flights to the Philippines. 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. **(10 marks)**

QUESTION THREE

Essy recently retired from TSC and she intends to vend vegetables both to raise income and stay occupied. Your friend Brian, who is her son told her that you are studying marketing. She has offered you a gig to prepare for her a marketing plan. Before you prepare the plan prepare a presentation that you will make to her to explain the various components of the marketing plan to her. **(10 marks)**

QUESTION FOUR

distinguish between the following terms:

a) Product management and product life cycle management **(2 marks)**

b) Data analytics tools and collaboration platforms. **(2 marks)**

c) Rain test and drop test **(2 marks)**

d) Social factors and cultural factors **(2 marks)**

e) Regulatory compliance and enhanced-time-to-market **(2 marks)**

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