



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF BUSINESS AND ECONOMICS
MASTERS IN BUSINESS ADMINISTRATION**

COURSE CODE: MBA 8102

COURSE TITLE: MARKETING MANAGEMENT

DATE: 7/2/2024

TIME: 1100-1300 HRS

INSTRUCTIONS:

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

Question 1:

- a) What, in your understanding is Marketing management and its important elements **[2 marks]**
- b) Marketers the world over have borrowed their marketing philosophies on the marketing evolutionary eras: discuss **[6 marks]**
- c) In marketing segmentation, a marketer must pay keen attention to the both segmentation criteria used and the basis for segmentation: Differentiate them **[7 marks]**
- d) Using a relevant example trace the life of a product in the market carefully advising on the strategies a marketer could use at each stage to remain afloat **[10 marks]**

Question 2:

In your own view, define the term marketing strategy and discuss five (5) marketing strategies that you would use in pricing **[15marks]**

Question 3:

Evaluate how Michael Porter's five forces model is used as a tool for industrial analysis. **[15 marks]**

Question 4:

Tunai has some four SBUs, analyze them using a relevant tool for SBU analysis and advise on the best strategies for each of these SBUs. **[15 marks]**

Question 5:

- a) The bank manager has assigned the marketing officers to conduct market research. Explain four (5) basic methods of collecting data in market research. **[5 Marks]**
- b) Discuss the key dimensions of consumer behavior **[8 marks]**

Question 6:

Strategic marketing planning is a process: discuss **[15 marks]**

/ END /