



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN HUMAN RESOURCE
MANAGEMENT**

COURSE CODE: BBM 330

COURSE TITLE: MARKETING MANAGEMENT

DATE: 19TH APRIL, 2018

TIME: 8:30 - 10:30A.M

INSTRUCTIONS TO CANDIDATES

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

Question one

- a) Using appropriate examples, describe the major levels of strategic marketing planning. **(6 marks)**
- b) Using appropriate examples, explain any four competitive scopes that should be included in a good mission statement. **(4 marks)**
- c) Using a diagram, describe the matrix form of marketing organization citing the conditions for its application, its advantages and its disadvantages. **(10 marks)**
- d) Explain five benefits of marketing planning to an organization. **(5 marks)**

Question two

- a) Changes in the general marketing environment can either create new or destroy existing marketing opportunities. Using relevant examples, discuss the above statement within the context of the Kenyan society. **(10 marks)**
- b) Describe Michael Porter's five competitive forces. **(5 marks)**

Question three

- a) Using relevant examples, explain any four target marketing strategies. **(6 marks)**
- b) Highlight the requirements for effective segmentation. **(4 marks)**
- c) Highlight the contents of a good marketing plan. **(5 marks)**

Question four

- a) Highlight three key areas in strategic planning that marketers must give priority to in order to ensure they select and execute the right activities. **(3 marks)**
- b) Describe the four major corporate planning activities. **(12 marks)**

Question five

- a) The BCG growth-share matrix is a very useful tool for allocating resources to SBUs. Using a diagram, describe the BCG portfolio model and highlight the different strategies available for managing the SBUs. **(7 marks)**
- b) To deal with the many surprises that occur during the implementation of marketing plans, the marketing department has to monitor and control marketing activities continuously. Explain the various types of marketing control needed by companies. **(8 marks)**

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