



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF BUSINESS MANAGEMENT**

COURSE CODE: INS 406

COURSE TITLE: MARKETING MANAGEMENT

DATE: 26TH APRIL 2018

TIME: 8.30-10.30AM

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

Define the following terms;

- (a) Marketing Management (1 mark)
 - (b) Marketing information system (1 mark)
 - (c) Needs (1 mark)
 - (d) Wants (1 mark)
 - (e) Demand (1 mark)
 - (f) Offering (1 mark)
 - (g) Brand (1 mark)
 - (h) Value (1 mark)
- (i) Name and explain the extended 3 Ps of service marketing that an IT firm should employ in heterogeneous market (6 marks)
- (j) State and explain various ways that a firm can use to price its products (5 marks)
- (k) Explain the meaning and importance of corporate social responsibility to a company dealing with computer repairs and maintenance (6 marks)

QUESTION TWO

Marketing environment possess opportunities and threats to marketing efforts. Citing examples, discuss five macro-environmental factors that the Marketing Manager has no control of. (15 marks)

QUESTION THREE

A new product goes through several stages in its lifespan before it is presented to the market. Discuss the product development process (15 marks)

QUESTION FOUR

A marketing Information system relies on company records, Marketing Intelligence and marketing research. Discuss this statement (15 marks)

QUESTION FIVE

Kiptanui has never bought a mobile phone and finds that it is time he buys one. Explain the steps that he has to go through in order to make a complete Purchase of the mobile phone. (15 marks)

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