



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF COMMERCE

(PURCHASING AND SUPPLIES OPTION)

COURSE CODE: BCM 3133

COURSE TITLE: MARKETING MANAGEMENT

DATE: 1ST APRIL, 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

- (a) Your company is planning on hiring a marketing manager. Using your knowledge of the tasks that are performed by a marketing manager assist the company to create a job description. **(8 marks)**
- (b) Discuss the importance of the value chain to marketing management **(8 Marks)**
- (c) The main weakness of Adenga Incorporated is lack of key competencies. Explain **(6 marks)**
- (d) Eastward Ltd. fail over and over because they are unable to identify the key priority areas in their strategic planning. Assist them. **(3 marks)**

QUESTION TWO

The Soap division of Utamu factory is planning on establishing a new business unit for manufacturing a detergent for washing diapers to make them reusable. The division manager needs to prepare a presentation of the strategic plan to the board for approval. He has requested you to take up this task. **(15 marks)**

QUESTION THREE

One of the emerging trends in marketing is New Consumer Capabilities. Discuss this concept and by use of relevant examples illustrate how it is influencing the marketing landscape. **(15 marks)**

QUESTION FOUR

- (a) Jane is “contemplating” switching from electric power to solar power for her domestic needs. Describe the process that is taking place in her mind and how she can progress until she finally purchases the ideal solar panel. **(10 marks)**
- (b) You have realized that Hondora Motors could perform a lot better if only they invested in a little research that would help them make informed decisions. Find out what may be hindering them from engaging in research and using the information, and how they can overcome these hinderances **(5 marks)**

QUESTION FIVE

Ncheke traders are thinking of introducing fish from China into the Central Kenya market. You have prepared for them an outline for a marketing plan for the fish. Discuss with them the importance of each item on the marketing plan, and how omitting any of these items will affect the decisions **(15 Marks)**

/////END/////