



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF COMMERCE

COURSE CODE: BCM 3133-1

COURSE TITLE: MARKETING MANAGEMENT

DATE: 6TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

- i.** The Chief Finance Officer has presented an elaborate document persuading the Board that the marketing Department needs to be shut down because it is a waste of resources. Your job is at stake, among other things. Demonstrate how you are going to counter this onslaught by convincing the board that marketing is important **(7 Marks)**
- ii.** Discuss the core concepts of marketing **(8 marks)**
- iii.** Distinguish between a SWOT analysis and a situation analysis **(5 marks)**

QUESTION TWO

- i.** You have been presented with a marketing plan so that you can refine it for presentation. Describe some of the features that you will include in order for it to pass for a strategic marketing plan **(5marks)**
- ii.** Research is at heart of marketing any business. Discuss this statement and clearly demonstrate the importance of research in marketing. **(10 marks)**

QUESTION THREE

- i.** Examine the various product of your business and advise how they can be effectively managed in the context of the Boston Consulting Group matrix **(10 marks)**
- ii.** Describe the benefits of positioning **(5 marks)**

QUESTION FOUR

Consumer behavior is influenced by internal and external factors. Discuss **(15 marks)**

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