



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

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

COURSE CODE: ,MBA 8102

COURSE TITLE: MARKETING MANAGEMENT

DATE: 5TH MAY, 2019

TIME: 1430 - 1530HRS

INSTRUCTIONS:

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

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

Question 1:

- a) Define the phrase marketing management and the elements in the phrase **[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: Discuss the market dominance strategies and objectives open for an international marketer in Kenya who deals in telephony services **[15 marks]**

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) A product offers a lot more than meets the eye; Discuss the concept of total product **[7½ marks]**
- b) Illustrate briefly the objectives that a marketer seeks to fulfill in pricing. **[7½ marks]**

Question 6: Strategic marketing planning is a process: Discuss **[15 marks]**

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