



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

***FIRST YEAR FIRST SEMESTER***

**SCHOOL OF BUSINESS AND ECONOMICS  
MASTER OF BUSINESS ADMINISTRATION**

**COURSE CODE: MBA 8102**

**COURSE TITLE: MARKETING MANAGEMENT**

**DATE: 20/4/2023**

**TIME: 1430-1730 HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 2 printed pages. Please turnover.*

## QUESTION ONE

Oleleshwa Meat Commission is a newly formed enterprise aimed at processing meat from cows purchased locally from the county community. You have been charged with the responsibility of preparing the strategic marketing plan. You are required to present to the sponsors, among other tools: a marketing strategy and a marketing plan.

- a. Prepare a persuasive presentation on a successful marketing strategy  
**(10 marks)**
  - b. Discuss important features that you will include in the marketing plan for it to inform important decisions.  
**(10 marks)**
  - c. Evaluate customer relationship as a supporting tool to marketing strategy  
**(10 marks)**
1. Distinguish, with examples, between the following terms:
    - a. cognitive differentiation and task differentiation **(3 marks)**
    - b. marketing and management **(3 marks)**
    - c. needs and demand **(3 marks)**
    - d. product definition approach and market definition approach  
**(3 marks)**
    - e. corporate strategy and functional strategy **(3 marks)**
  3. In the face of constant increase in the price of commodities business seems to be attractive and profitable. On the other hand, a majority of the populace have cut down on purchases of consumer goods as they have been compelled to live from hand to mouth. Consequently, businesses have to examine their businesses in order to establish the products that are profitable and those that are not. As a marketing consultant you will constantly be called upon to advise businesses on the right portfolio to invest in. will you be using the BCG consulting Matrix, or the McKinsey's Matrix? Explain why you have chosen that one and left the other one.  
**(15 marks)**
  4. Marketing communication plays an important role on the consumer decision-making process. Discuss  
**(15 marks)**

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