

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### EXAMINATION FOR MASTER OF BUSINESS ADMINISTRATION

#### MBAD 671: MARKETING MAGEMENT

**STREAM:** MBAD

**TIME:** 3 HRS

**DAY:**

**DATE:**

**THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**

---

*Vision: Nurture and Transform for the World*

*Mission: To Contribute to the World through Education, Research, Training, Consultancy, Innovation, Outreach and Collaboration*

Laikipia University is ISO 9001:2015 and ISO/IEC 27001:2013 Certified



**Instructions: Answer Question ONE and any other Three questions**

**Question One**

- i) As a new marketing manager, you have been requested to explain to the management when they should be having a marketing budget every year. In your presentation explain to them the importance of marketing not only to the organization but also to the society **[10 marks]**
  
- ii) Marketing intelligence is paramount to the success of any organization. Explain the reasons why it is important for a marketing manager to always scan the environment to acquire this intelligence. **[10 Marks].**
  
- iii) An organization may use many channels to distribute their products in a market. However it's crucial that they select a channel that will help them achieve their objectives. Discuss some of the factors that are likely to influence the choice of a distribution channel **[10 Marks]**

**Question Two**

Organizations are sometimes quick to select the market in which to operate. With your knowledge of Marketing segmentation and its importance in market targeting, discuss some of the critical questions whose answers must be “yes” for segmentation to be undertaken.

**[15 Marks]**

**Question Three**

- a) Your organization has recently introduced new product to add into the existing product lines. However, some of the new products failed before a year was over. **[7 Marks]**
  
- b) Discuss some of the objectives that an organization may have in developing new products **[8Marks]**

**Question Four**

Organizations that fail to plan for their operations deliberately set themselves to fail.

- a) Discuss the steps that need to be followed in developing a marketing plan **[8 marks]**
  
- b) Discuss the importance of having a marketing plan in an organization **[7 marks]**



**Question Five**

Promotion acts as a powerful tool and creates a link between the marketing organization and consumers. Discuss the guidelines for designing effective promotion strategy [15 Marks]

