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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

BFB 3308: MARKETING MANAGEMENT

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer question **one** and any other **two** questions

QUESTION ONE (30 MARKS)

- a) Highlight-and explain the key legal and regulatory factors affecting marketing activities. (6 Marks)
- b) Marketing managers should be aware of the importance of engaging in ethical marketing. Explain this statement. (5 marks)
- c) There usually is a trade-off between customer service and physical distribution. What can be done to improve customer service standards in physical distribution? (6 Marks)
- d) Product defects may give rise to product liability claims. In what ways would you ensure that goods leaving your factory are safe? (5 Marks)
- e) Under intense cost inflationary pressure you are considering a price increase. What other considerations would you take before initiating the price rise? (5 Marks)
- f) Explain the benefits of embracing research in marketing. (3 Marks)

QUESTION TWO (20 MARKS)

- a) The failure of new products is a big challenge to marketers. As a marketing manager of Tamu Bakery, explain what you would do to ensure that the new brand of bread that you intend to launch will not fail. (6 marks)
- b) Social media has revolutionised the marketing function. Justify this statement. (6 Marks)
- c) Distinguish between product orientation and production orientation as they are used in marketing. (4 Marks)
 - (i) Define sales promotion. (2 Marks)
 - (ii) Define marketing management (2 Marks)

QUESTION THREE (20 MARKS)

- a) Briefly explain the psychological factors that may influence the behavior of customers towards a company's products. (10 Marks)
- b) Explain five reasons why a company would find it appropriate to advertise its products using a TV (4 Marks)
- c) Explain the concept of customer loyalty and how you can enhance customer loyalty to your products (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Customer analysis helps marketing strategists understand consumer perceptions thus modify product offers. Explain ways you can use to modify firm's product offer. (5 Marks)
- b) The marketing of services is no different to the marketing of physical goods. Discuss. (5 Marks)
- c) Supposing you are the marketing director of medium SACCO. Explain how would you tackle the job of building the company brand (10 Marks)

QUESTION FIVE (20 MARKS)

a) Marketers cannot succeed without proper understanding of consumer behavior dynamics.

Explain this statement. (5 Marks)

b) With reference to any five situations that can lead to channel conflicts, explain how you would resolve and avoid channel conflicts. (5

Marks)

c) The CEO has called you to his office and he wants you to explain the concept of marketing segmentation and its benefits to the organization. What will you cover in your presentation (10

Marks)