



ALUPE UNIVERSITY
COLLEGE

... Bastion of Knowledge...

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**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

UNIVERSITY EXAMINATIONS

2020 /2021 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 20

COURSE TITLE: MARKETING MANAGEMENT

DATE: 13TH JULY, 2021

TIME: 1:00 PM TO 4:00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

REGULAR – MAIN EXAM

DBM 20: MARKETING MANAGEMENT

STREAM: DBM

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **THREE** questions
- ii. Question **ONE** carries 25 marks
- iii. Do not write on the question paper

SECTION A

QUESTION ONE

(25 MARKS)

Busia Cotton Farmers Association has set up a ginnery in Busia town. The association has is aiming at attracting farmers from other cotton growing areas to have their cotton processed through their ginnery. Cotton growing and processing is a highly competitive in Kenya, but growing rapidly. You are approached by the group as a marketing management consultant seeking advice.

- (a) You think that the group needs to adopt the marketing concept to gain a competitive edge on the cotton ginnery market segment.
 - (i) Other than the marketing concept, name any other four concepts. **[4 marks]**
 - (ii) Explain to the farmers association what marketing concept is highlighting its pillars. **[6 marks]**
- (b) The group has operated before without a marketing manager. You think they need to hire one. Explain to the group at least five qualities the marketing manager must possess **[10 marks]**
- (c) Highlight any **five** marketing management tasks that the new manager may be involved in. **[5 marks]**

QUESTION TWO

(15 MARKS)

The sales environment is a marketing term that refers to all of the actors and forces outside sales that affect sales management's ability to build and maintain successful relationships with target customers.

- (a) In light of this statement;
 - (i) State any **four** features of the sales environment. **(4 marks)**
 - (ii) Describe how suppliers and marketing intermediaries may affect how a business undertakes its selling operations. **(3 marks)**

- (b) Explain any **four** macro environmental factors that sales people have to always scan in their operation. **(8 marks)**

QUESTION THREE

(15 MARKS)

East African Fashions is a small business located in Kenya. It manufactures ladies designer clothing and accessories for the high end market. It has its main outlet at Village Market Shopping Centre in Nairobi. COVID 19 pandemic has contributed to low sales and you are invited to help the business get back to profitable levels.

- (a) Advice East African Fashions on any **five** pricing strategies they can employ to sell their designer clothing in Kenya. **[5 marks]**
- (b) Discuss any **five** factors that may affect pricing of their products in Kenya. **[10 marks]**

QUESTION FOUR

(15 MARKS)

As a marketing management expert you are hired by Alupe University College to advise. After being briefed of the university's current market position, future plans and its target student population, you think it needs to improve its position and segment the market.

- (a) Define segmentation and explain to the university management any four bases of segmentation that the university can use to segment their market. **[10 marks]**
- (b) Describe to the university management any five basic elements of positioning that the university can adopt to position them better. **[5 marks]**

QUESTION FIVE

(15 MARKS)

- (a) Communication process may be interrupted by 'Noise' which distracts customers making them miss out key claims being communicated. Describe any **three** examples of 'Noise'. **[3 marks]**
- (b) A large percentage of meaning in communication is derived from nonverbal cues. State any two roles of nonverbal cues in marketing communication. **[2 marks]**
- (c) Marketing communication may be complicated due to existence of communication barriers. Discuss five possible barriers of communication. **[10 marks]**
