



OFFICE OF THE DEPUTY VICE-CHACELLOR
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2025/2026 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER MAIN/ REGULAR
EXAMINATION

FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION

COURSE CODE: MBA 802

COURSE TITLE: MARKETING MANAGEMENT

DATE: 16/12/2025

TIME: 9.00AM-12.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 5 PRINTED PAGES

PLEASE TURN OVER

MAINL/ REGULAR EXAM

MBA 802: MARKETING MANAGEMENT

STREAM: MBA

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

QUESTION ONE

(40 MARKS)

'The Green Company'

'The Green Company' was set up five years ago by Krista, an ambitious entrepreneur, who saw a market opportunity to supply offices in Singapore with foliage plants for reception areas. She was joined by four members of her family who, like herself, invested heavily in the business, so the company has no borrowings. Initially she targeted large organizations and supplied green plants to order and set up maintenance contracts whereby the plants were cared for by a member of the 'Green Team' once a week. The contract also included replacement of plants every six months, should they become too large for their surroundings, and new displays.

However, organizations (customers) were so enthusiastic about the service and the comments received from visitors and employees about the 'greening' of the reception areas, that the business has grown and now employs 80 people who include:

- A management team of five headed by Krista and the four other family members who act as sales, marketing, finance and operations directors. Krista realizes that she needs to put up a fully - fledged marketing department in place but is too busy planning future expansion and coordinating the hiring and training of new personnel
- A sales force of 10 individuals who cover the whole of Malaysia
- 'Green Teams' of two people who service all clients, including collecting plants from five local distribution centres and creating reception displays
- other members of staff at Head Office who carry out administrative duties and employees at the distribution centres

- (ii) You believe that the company's marketing orientation is poor and there is need for marketing concept adoption. Explain the meaning of the marketing concept to 'The Green Company', highlighting its **four** pillars. (6 marks)
- (iii) Describe any **three** micro environmental factors that may impact on 'The Green Company' operations in this case (6 marks)
- (b) As the marketing manager you are requested to help the organization monitor its environment.
- (i) Explain at least **four** areas that you think 'The Green Company' need to research on. Relate it to facts of the case. (8 marks)
- (ii) Identify and explain **two** suitable groups for segmenting the market for 'The Green Company's' products. (2 marks)
- (iii) Identify any **four** bases of segmentation that you will rely on linking them to the case. (8 marks)
- (c) You realize 'The Green Company' lacks a fully-fledged marketing department. Explain to the management the benefits of having a marketing department within their business. (6 marks)

QUESTION TWO

(20 MARKS)

As a marketing expert you are hired by Alupe University to advice. 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) Describe to the university management any four basic elements of positioning that the university can adopt to position them better. (8 marks)
- (b) With clear examples, explain to the university management any five requirements for effective segmentation that the university can use to segment their market. (12 marks)

QUESTION THREE

(20 MARKS)

Kitenge Fashions Inc. is a small business located in Kenya. It manufactures sports clothing including shirts sold to sports clothing shop in East Africa. These shirts are in the colours of

famous football clubs, such as AFC Leopards and Gor Mahia FC. Nairobi Sports House, a sports retail company, has approached Kitenge Fashions Inc. to produce football shirts for them.

- (a) Advise Nairobi Sports House any **five** pricing strategies they can employ to sell football shirts in Kenya. **(10 marks)**
- (b) Discuss any **five** factors that may affect pricing of football shirts in Kenya **(10 marks)**

QUESTION FOUR

(20 MARKS)

(a) Within a Marketing Information System (MIS) there are means of interpreting information in order to give direction to decision.

- (i) List any **four** models that a business enterprise can use in its MIS subsystem. **(4 marks)**

- (ii) Discuss any **three** steps a business may take to improve its marketing intelligence system **(6 marks)**

(b)(i) List any **two** marketing research approaches a business enterprise may adopt in preparation of a research plan **(2 marks)**

(ii) Despite marketing research experiencing a rapid growth many business enterprises still fail to use it sufficiently. Explain any **four** reasons why this is so. **(8 marks)**

QUESTION FIVE

(20 MARKS)

Alupe University's "Healthy Nibbles Foods" is a business that manufactures ready meals for many convenient stores in Busia County. It is a business unit that was developed by the young achievers' club at the University. The meals nutritional value is the focal point of all their produce and of promotional communications made to target markets. The club intends to promote their new innovative healthy vegetarian snacks. As a marketing communication expert, Healthy Nibbles Foods hires you in their attempt to meaningfully link with the potential customers.

- (a) Identify any **two** target audience in promotion efforts of the new innovative vegetarian snack and explain why they should be targeted. **(4 marks)**
- (b) You convene the first meeting with Healthy Nibbles Foods management to discuss your assessment of their new innovative snacks and their promotions. Write the agenda for this meeting. **(4 marks)**
- (c) Healthy Nibble management has indicated that corporate sponsorship needs to be gained as soon as possible to help in the promotion campaign. Draft a letter to the potential corporate sponsors with the aim of trying to get them involved with sponsorship of the new innovative vegetarian snack (You may create any information to help). **(8 marks)**
- (d) It has been decided that the letter should be sent to each potential sponsor electronically. Briefly Explain four disadvantages of using electronic communications for this. **(4 marks)**
