



**ALUPE UNIVERSITY  
COLLEGE**

*... Bastion of Knowledge...*

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# UNIVERSITY EXAMINATIONS

## 2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DIPLOMA IN BUSINESS MANAGEMENT**

COURSE CODE: DBM 020

COURSE TITLE: MARKETING MANAGEMENT

DATE: 23/04/2019

TIME: 9.00am-12.00pm

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

**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)**

Elimu Nyeti investment group has several schools in different counties in Kenya. The group has decided to build a new international school where the market is highly competitive, 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 international schools' market segment.
  - (i) Other than the marketing concept, name any other four concepts. **[4 marks]**
  - (ii) Explain to the board 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)**

- (a) Define a marketing audit **[2 marks]**
- (b) Describe any five features of a marketing audit **[5 marks]**
- (c) Giving clear examples, describe a SWOT analysis strategy **[8 marks]**

**QUESTION THREE****(15 MARKS)**

Vazi letu Fashions 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 Vazi Letu Fashions to make football shirts for them.

- (a) Advice Nairobi Sports House any **five** pricing strategies they can employ to sell football shirts in Kenya. **[5 marks]**
- (b) Discuss any **five** factors that may affect pricing of football shirts 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) Describe to the university management any five basic elements of positioning that the university can adopt to position them better. **[5 marks]**
- (b) Define segmentation and explain to the university management any four bases of segmentation that the university can use to segment their market. **[10 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]**

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