



# TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

## UNIVERSITY EXAMINATION FOR:

### MASTER OF BUSINESS ADMINISTRATION

#### BMK 5101: MARKETING MANAGEMENT

#### SPECIAL/SUPPLEMENTARY EXAMINATION

#### SERIES: SEPTEMBER 2018

**TIME: 3 HOURS**

**DATE: Sep 2018**

#### **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Attempt question ONE (Compulsory) and other THREE questions.

**Do not write on the question paper.**

#### **Question One**

*Read the case below and answer the questions that follow*

#### **WITZ INSURANCE COMPANY LIMITED**

You have recently been recruited from a marketing background in insurance as the Director of Marketing for WITZ general insurance company. The company has been in operation for over twenty years and has always dealt in only one class of business. The total gross written premium of this class is £250,000,000. There are six insurers operating in this class of business. The company was previously the market leader.

The six insurers have regularly generated underwriting profits although recently the company's profit rate has been below that of its competitors. The market size has been static over the past ten years. The vision of the company is to achieve a dominant market position and a higher underwriting profit rate than that of its competitors. The company needs to understand its competitors' activities and also identify specific areas of the market in which to develop further.

You report to the CEO who acknowledges that the company no longer has a full understanding of the market. It has lost sight of who its customers are as the marketing department has concentrated on the production of customer facing documentation.

#### ***Required***

- a) Write a summary for the CEO wherein you include your initial analysis of the research required to get the company back to its former position (10 marks)
- b) Explain the value of Marketing Research to the operations of WITZ Company. (10 marks)

- c) Illustrate the roles of the Marketing Department in identifying specific customer's needs. (10 marks)

### **Question Two**

You are a member of the Marketing Department in a transport company which distributes her services through intermediaries. The Marketing Department has identified an opportunity to launch a low cost courier product to extend their existing product range. It has been decided that the Marketing team will attend a planning meeting at which they will formulate their marketing ideas, including innovative solutions using the full marketing mix.

#### ***Required***

Prepare a brief on the marketing mix issues so that you can contribute meaningfully to the planning meeting. (20 marks)

### **Question Three**

You are a product marketing manager for a large manufacturing firm which mainly deals with corporate customers. Your Head of Department has asked you to explore the theory of the product life cycle and its relevance to the marketing that supports existing products.

#### ***Required***

Discuss the stages of the conventional product life cycle, their relevance and application to the marketing of manufactured product lines in your company (20 marks)

### **Question Four**

a) As Marketing Manager of a company with a wide assortment and variety of products in the fast moving consumer goods (FMCG) sector, you have decided to review your communication strategies. Examine the marketing promotional mix that you may adopt (14 marks)

b) Describe the types of market coverage a firm can attain through intermediaries (6 marks)

### **Question Five**

a) Marketers appreciate the pivotal roles played by brand names. Discuss the key issues in brand management strategies (10 marks)

b) Assess the stages involved in a proper new product development process in order to minimize the possibility of product failure in the market (10 marks)