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: MARCH 2025

TIME: 3 HOURS

DATE: Mar 2025

Question ONE

A friend of yours has been running a successful business selling a popular product. Recently however, you have heard him comment that the sales growth is very low, and absolute sales have actually stabilized, that some of the distribution outlets he has been using are becoming too expensive to service, some competitors are even leaving the market, that there is fierce price competition while the costs of gaining/adding customers is too high, actually higher than resulting revenues.

(i) Describe clearly to your friend, the concept of the product life cycle and identify for him, the stage his product is facing. (10 marks)

(ii) Advise him on appropriate marketing strategies to employ at this stage. (5marks)

(iii) Discuss in general, strategies marketers use to manage their product over their life cycle. (5 marks)

Question TWO

a) Discuss how a company can apply the concept of marketing mix using the four Ps, with relevant examples from the Kenyan context. (10 marks)

b) Explain the meaning of the following concepts as used in marketing:
   (i) Satisfaction
   (ii) Market
   (iii) Value (6 marks)

c) Differentiate between exchange and transaction. (4 marks)

Question THREE

a) Consumers go through a series of steps when faced with a purchase decision. Explain the consumer purchase decision process (15 marks)

b) Differentiate consumer markets from industrial markets (5 marks)

Question FOUR

With the use of examples from the Kenyan context, discuss the three main bases for segmenting markets. (20 marks)

Question FIVE

a) Price setting is an important exercise that a firm must take seriously. Describe the 6–step procedure for price setting. (8 marks)

b) While setting the price for its products, a firm must decide whether to position it on quality and price. Using practical examples, describe the price-quality positioning strategies that a firm can adopt. (8 marks)