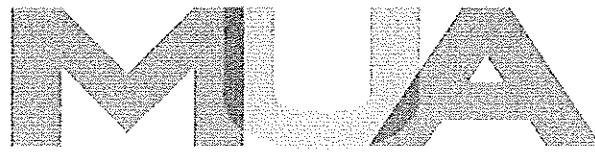


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 106 : FUNDAMENTALS OF MARKETING

DATE: 4TH APRIL 2019

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

A CASE STUDY OF AGCO

Global agriculture manufacturer AGCO apparently owes a decent portion of its \$10bn in net sales to its social media strategy. The company owns a range of brands including Massey Ferguson, Challenger and Valtra that deal in farm machinery around the world. Therefore its social strategy is aimed at connecting the businesses with farmers and machinery dealers, mainly through thought leadership.

Before launching its own social profile AGCO analysed the current behaviours of its target audience and found that they were already posting YouTube clips of themselves using the company's equipment. By actively engaging these users with a mix of informational and educational content the company has managed to attract 180,000 Facebook fans, 10,000 Twitter followers and almost 3,000 YouTube subscribers.

The content includes weekly 'tillage tips' and photos of the farming equipment in action. Finally, AGCO also partners with its dealers to offer training and marketing tools to help them promote themselves. An example of this is a widget that allows dealers to host and curate new content, such as blog posts, without having to invest in content creation themselves.

Required:

- a. In your own opinion, which marketing concept is practiced in the case?
(8 marks)
- b. Discuss any four benefits of marketing in this organization (8marks)
- c. Assess any three objectives of promotion pursued by the firm
(9Marks)

QUESTION TWO

The Differentiate

- a. Micro environment and macro environment (5marks)
- b. Mass marketing and market segmentation (5marks)
- c. Sales promotion and personal selling (5marks)

QUESTION THREE

- a. Highlight four roles of pricing in marketing (4marks).
- b. Differentiate selective from exclusive distribution strategies (4marks)
- c. Examine four benefits of marketing research to an organization (7marks).

QUESTION FOUR

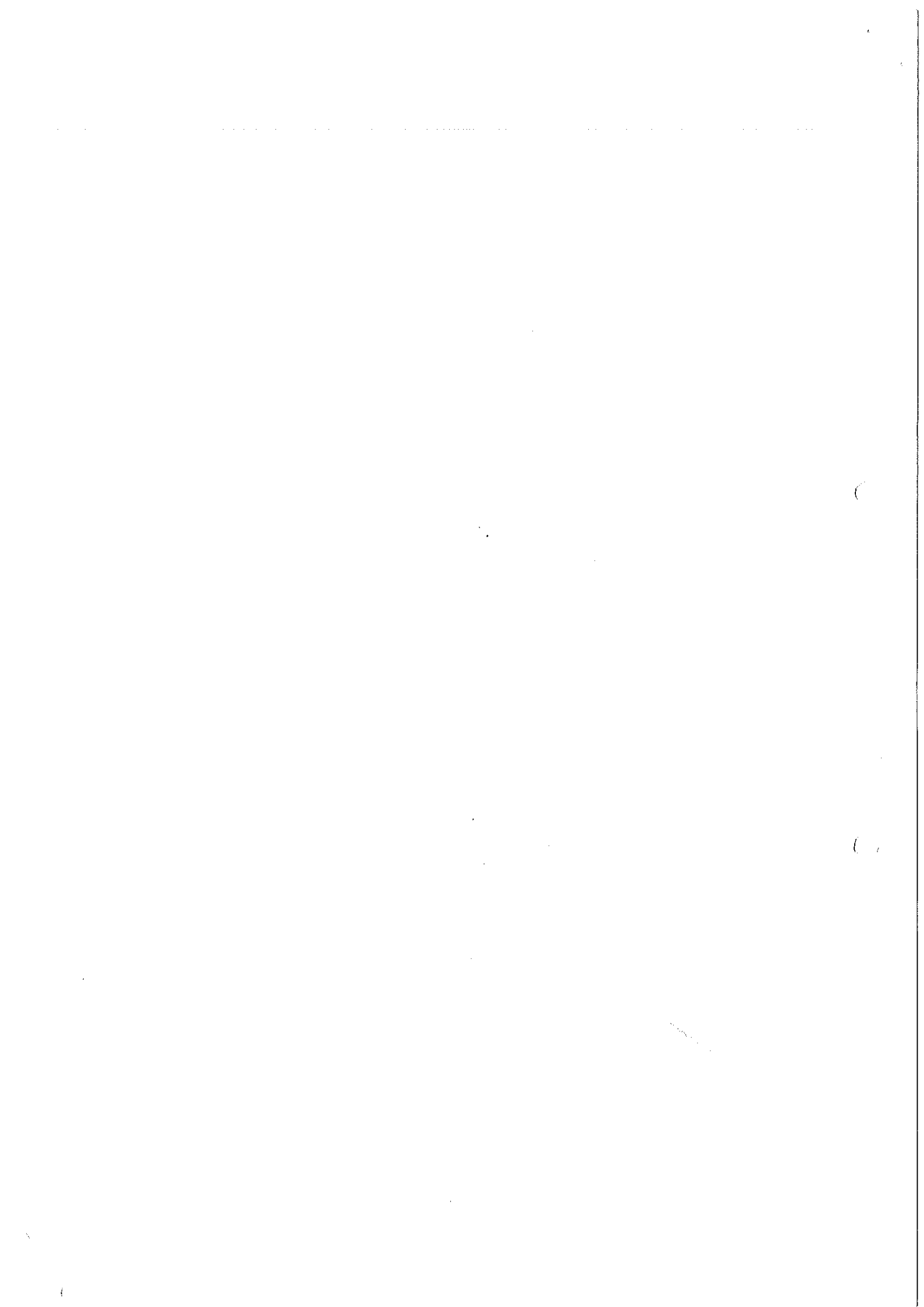
- (a) Describe the stages of new product development process (8marks)
- (b) Explain four characteristics of services (7marks)

QUESTION FIVE

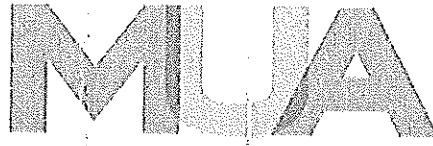
- a. Compare and contrast distribution and promotion (8marks).
- b. Explain any four factors to consider when developing a marketing plan (7marks)

QUESTION SIX

- a. Explain three advantages of advertising (7Marks)
- b. List four types of consumer buying behaviours (8marks)



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BML 107: NEGOTIATION STRATEGIES

DATE: 3RD APRIL 2019

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the attached case study and answer the questions that follow

CASE STUDY: WIND POWER GENERATOR

WindGen, a Brazilian company, manufactures and supplies wind turbines for offshore wind power installations. WindGen wishes to sell a set of 20 wind turbines to E-Power (Scotland), a recently privatised company, and E-Power wishes to purchase a set of 20 wind turbines from WindGen. E-Power is keen for this transaction to go ahead.

E-Power is prepared to pay up to £1.2 million for these wind turbines provided it achieves satisfaction on certain points. Otherwise, the value of these wind turbines falls to as little as £500 000.

It is very important that E-Power gets full warranty protection and it would like liquidated damages if WindGen does not install the wind turbine within 3 months of ordering. WindGen could insure this as one of their business risks, but they want to charge the premiums for this to E-Power. E-Power would like WindGen to accept a repairing obligation for the next 3 years.

It is essential to E-Power that the wind turbines are up and running in its offshore Scotia Field within the next 3 months and it would like there to be significant (20%) liquidated damages if this does not occur, but it would settle for as low as 10%.

WindGen would like the currency of the contract to be Euro, while E-Power wants it denominated in US dollars, but E-Power can be fairly relaxed on this point.

Price is a thorny one for WindGen. Any payment below £750 000 and it would make no profits. This really is the fundamental point as far as WindGen is concerned, especially as E-Power wants the wind turbine delivered to its newly proven development bloc, situated in the North Sea, and insists that it is installed in an extremely narrow weather window.

WindGen has offered to guarantee the working condition of the wind turbine for the next year on a full repair or replacement basis, but it is very reluctant to go beyond that

because of the expense and the technical risks that are always associated with new fields.

WindGen has indicated that it is willing to have the wind turbine operational within the next 3 months. It has also indicated its willingness to consider liquidated damages if the wind turbines are not installed within the 3 months following E-Power's order, and it has suggested a figure of 3%.

It says it wants a strong *force majeure* ('excusable delay') clause to protect it against unforeseen delays beyond its control, such as the weather and unforeseen technical difficulties arising in the North Sea.

Required:

- a) What are E-Power's interests in this case? (4 marks)
- b) What are WindGen's interests? (4 marks)
- c) What are the negotiable issues in the case and their related priorities for each party? (5 marks)
- d) How might E-Power set its entry and exit points in this negotiation? (6 marks)
- e) What justification would you give for a proposal that E-Power might offer to WindGen? (6marks)

QUESTION TWO

- a) As an expert in conflict management, discuss the stages that you would follow during the process of negotiation. (10 Marks)
- b) Examine the five emotional ploys that your opponents may try to use on you to soften you up during the negotiation process (5 marks)

QUESTION THREE

- a) Discuss the five main negotiation styles that you can adopt when negotiating for the improvement of working conditions and terms of employment with your employer. (8 Marks)
- b) Analyses the strategies that you can use to ensure success during e-mail negotiation (7 Marks)

QUESTION FOUR

- a) You have gone as a negotiator for a manufacturing company where you are expecting to meet some new people for the first time. Identify some tips that will help you reduce the tension in the situation and enable both parties feel more relaxed and thus communicate more effectively (8 Marks)
- b) Evaluate the negotiating roles that you are expected to perform as a manager in a global organization (7 Marks)

QUESTION FIVE

- a) There are basically four types of people styles of negotiator. Critically assess the different people involved in a negotiation (8 Marks)
- b) Using examples to illustrate your answers discuss the types of questions you can ask during a negotiation (7 marks)

QUESTION SIX

- a) Examine the biases that can threaten electronic negotiations (e-negotiation) (7 Marks)
- b) Discuss the factors that can affect the outcome of a negotiation (8 Marks)