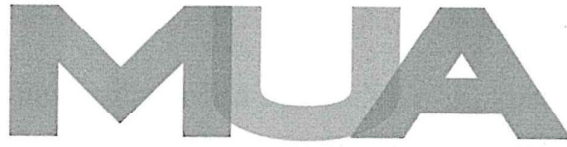


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 106: FUNDAMENTALS OF MARKETING

DATE: 18TH DECEMBER 2014

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:

ZISIWA COMPANY

Zisiwa Company is well known for the quality of its product offering and excellence of service standards. Zisiwa customer service standards are symbolised by the distinctive uniform of its employees, beautiful matching colours designed by the best designers in town.

In the modern service economy, it is frequently customer service that differentiates one product from another. Zisiwa needs to focus on providing the best possible products for its customers in order to compete and grow market share. This highlights how Zisiwa is achieving an advantage in the competitive companies. It is now over five years since the company started its operation and it is now planning to enter into other regions of the world but the main challenge is how to maintain similar standards in the new branches that they will be opening. The owners fear that the expansion may slow down growth and the debate has been endless.

Required:

- a) As a marketing Practitioner, advice the owners of Zisiwa on the importance of bases for Segmentation in Industrial Markets (10 marks)
- b) Discuss the importance of having a marketing plan in an organization (10 marks)
- c) Explain the 3 strategies of distribution (5 marks)

QUESTION TWO

With the help of a diagram illustrate the product life cycle and show strategies to be adopted for each stage (15 marks)

QUESTION THREE

- a) Differentiate between skimming pricing and penetration pricing as part of New-Product Pricing Strategies. (5 marks)

- b) Explain the stages to be followed when developing a good advertising message. (10 marks)

QUESTION FOUR

- a) Explain the importance of knowledge of both the Micro and Macro environment analysis to a marketer. (10 marks)
- b) State reasons why marketing is necessary for organizations (5 marks)

QUESTION FIVE

- a) Highlight the benefits of building a strong Brand in marketing (5 marks)
- b) Discuss the five types of marketing concepts (10 Marks)

QUESTION SIX

- a) What do we mean by market research, State any eight features or Characteristics of Marketing Research. (8 marks)
- b) Explain seven factors that influence consumer buying behavior (7marks)