



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2016/2017** ACADEMIC YEAR **ONE**
FIRST SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF MASTER OF BUSINESS MANAGEMENT

COURSE CODE: MBA 802

COURSE TITLE: MARKETING MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 07/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- The examination has FIVE (5) questions
- Question ONE (1) is COMPULSORY
- Choose any other THREE (3) questions from the remaining FOUR (4) questions
- Use sketch diagrams to illustrate your answer whenever necessary
- Do not carry mobile phones or any other written materials in examination room
- Do not write on this paper

This paper consists of THREE (3) printed pages

please turn over



QUESTION ONE (COMPULSORY)

Case study:

The Corporate Social Responsibility thing

It shouldn't surprise anyone that Kenyan companies have just discovered the marketing pay-off of their corporate social responsibility (CSR) initiatives. They could get by with focusing on real or perceived product attributes, and with profit-mindedness being considered a coarse sentiment, any CSR programme they launched was far removed from their core businesses, brands, even consumers. There has been a spate of corporate CSR initiatives over the past few years. Companies have been quick to respond to crises or shown inherent goodness in plugging gaps in the government's efforts to provide healthcare and education to all, there will always be gaps – but there has been little effort to link such work to things such as marketing, even corporate strategies. Most CSR activities are, at best, charity, not very different from discrete acts of philanthropy and, at worst, a mere humane façade of a for-profit-only capitalist system.

This is why recent advertising campaigns by the country's two largest fast moving consumer goods (FMCG) companies, Unilever Limited (ULL) and Ken Chick are significant. The first, a campaign for Surf Excel Quick Wash with the tagline "*I will save two buckets of water a day*", has struck a chord in a country where the shortage of water is an endemic phenomenon. "We decided it would be of immense benefit to a household if a technology could be developed that would reduce the water consumed in the washing of clothes and the amount of effort required during rinsing while delivering superlative cleanliness", says a ULL spokesperson. Surf's sales, say sources in the market, have gone up by as much as 15% since the advertisement, starring actor-turned politician Mohamed Ali of jicho pevu, went national (the company had tested the strategy in the North Eastern Kenya last year with another Nation Television News Presenter lalukalo).

Then, there is Ken Chick's *Working for you, working for Kenya* campaign, one strand of which focuses on the company's chicken and its farming initiative, an effort that seeks to enhance rural incomes, then, sell a variety of chicken products and related services to rural customers (apart from sourcing agricultural produce from them). The tagline itself smacks of old-style image led CSR activity, but given what the chicken farming does, it is actually an attempt to build and position the company's brand around the idea of doing something for the country.

In some ways, ken chik's chicken farming is a far stronger example of a CSR-brand linkage than the Surf Excel campaign. It is a programme that is obviously advantageous to the company, yet it is accomplished by enough socially relevant goodies to make it look the way a government programme



targeted at rural development ideally should. ULL, coincidentally, has an initiative that fits the bill, its Project Kenya women finance trust that uses Women's self-help groups in rural areas to further its reach. "The problem with old-style CSR was that the benefactors were not in control of what they would get", says Mohamed Abdullaziz, a brand consultant. With brand or corporate strategy driven CSR, they are.

Questions:

- (a) Explain the success of (*I will save two buckets of water a day*) campaign for Surf Excel. **[3 marks]**
- (b) What consumer behaviour insights can you draw from this case **[6 marks]**
- (c) Discuss the personal and interpersonal factors that affect consumer behaviour for the product/service described in the case **[6 marks]**

QUESTION TWO

- (a) Discuss the various concepts/philosophies of marketing and elaborate on the most appropriate. **[9 marks]**
- (b) Discuss any four different stages of demand and explain the role of marketing thereof. **[6 marks]**

QUESTION THREE

- (a) Describe market scanning and write down its main ingredient **[7 marks]**
- (b) Define the term marketing mix and elaborate on the core concepts of marketing **[8 marks]**

QUESTION FOUR

- (a) Outline the distinguishing features between agricultural and consumer market. **[6 marks]**
- (b) Explain the meaning of the term market research and discuss its limitations **[9 marks]**

QUESTION FIVE

- (a) Write detailed notes on various approaches of selecting target markets **[6 marks]**
- (b) Explain the criteria you would use to make your market segmentation process more effective **[9 marks]**

