



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **THREE**
SECOND SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 330

COURSE TITLE: MARKETING MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 13/04/18

TIME: 2 .00-5.00 PM

INSTRUCTION TO CANDIDATES

- The examination has **SIX (6)** questions
- Question **ONE (1)** is **COMPULSORY**
- Choose any other **THREE (3)** questions from the remaining **FIVE (5)** 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 **TWO (2)** printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Explain the functions of intermediaries [3 marks]
- (b) Outline four types of sales force structures [4 marks]
- (c) Describe the basis of customer market segmentation [8 marks]
- (d) Describe various types of discount pricing strategies used [10 marks]

QUESTION TWO

- (a) Describe the components of promotion mix [3 marks]
- (b) Differentiate between market skimming strategy and market penetration strategy [4 marks]
- (c) To facilitate the objectives of promotion, effective communication needs to be developed. To develop effective communication several stages are involved. Discuss [8 marks]

QUESTION THREE

Discuss the controllable and the uncontrollable variables of marketing [15 marks]

QUESTION FOUR

- (a) Define target marketing [1 mark]
- (b) Describe the advantages of target marketing [6 marks]
- (c) Discuss the different positioning themes [8 marks]

QUESTION FIVE

- (a) Describe the product life cycle [5 marks]
- (b) Customers differ according to the timing of their adoption of an innovation. One of the common models used is the diffusion model. Discuss [10 marks]

QUESTION SIX

- (a) Define service marketing [1 mark]
- (b) Differentiate between generic marketing strategy and niche marketing strategy [4 marks]
- (c) Assume you are the manager of a telecommunications company and the company has not been performing well for the past few years and the board needs you to improve and emerge the best company within the market. Discuss the factors that will help you know the attractiveness and future potential growth [10 marks]

