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# AFRICA UNIVERSITY

*(A United Methodist-Related Institution)*

## "Investing in Africa's Future"

# COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

**COURSE TITLE:**   MKT 401 – MARKETING MANAGEMENT

**SEMESTER 2:**   FINAL EXAMINATION APRIL 2018

**LECTURER:**   MR. T NEMAUNGA

**TIME:**   3 HOURS

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## INSTRUCTIONS

Answer <u>any</u> **THREE** (3) questions.

Start **each** question on a new page in your answer booklet.

The marks allocated to **each** question are shown at the end of the section.

Credit will be awarded for logical, systematic and <u>neat</u> presentations.

Instructions:
Answer <u>any</u> **THREE** (3) questions:

**Question 1**: <u>Answer the following</u>.

a) What is a brand? In detail, identify and explain the marketing advantages of having a strong brand? [10]

b) In detail, identify and explain the different approaches to branding, stating the advantages and disadvantages of each approach? [10]

**Question 2**: <u>Answer the following</u>.

a) Kotler & Keller, (2013), have always argued that business markets, to a greater extend, differ from consumer markets; hence they should be managed differently. In detail, explain how business markets differ from consumer markets? [18]

b) Explain the following terms:
  i.   Integrated Marketing [1]
  ii.  Internal Branding [1]

**Question 3**:

The consumer buying process is an important process in the buying of consumer goods / services. In detail, describe the Consumer Buying Process explaining the critical processes that the consumer goes through at each step? [20]

**Question 4**:

We can say with confidence that the marketplace is not what it used to be. It is dramatically different from what it was even ten years ago. Identify and explain <u>major</u> <u>Societal forces</u> that have caused this change, as put by Kotler, Keller, Koshy and Jha, (2014)? [20]

**Question 5**: Answer the following:

a)  In detail, describe the participants in the business buying center, explaining the roles
    they play.                                                                    [10]

b)  According to Kotler & Keller, (2013), marketers should choose brand elements to
    build as much equity as possible. In detail explain the criteria for choosing brand
    elements?                                                                     [10]

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