



“Investing in Africa’s future”

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NMKT 401: MARKETING MANAGEMENT

FINAL EXAMINATIONS

APRIL 2022

LECTURER: MR T. NEMAUNGA

DURATION: 3 HOURS

INSTRUCTIONS

Answer any **three** of the following questions.

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

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

Marks will be awarded for giving logical examples.

QUESTION ONE

‘Successful marketing is a result of successful strategic planning, that is, an organization’s successful marketing plan is developed from the organization’s strategic plan’. With reference to this statement, explain the strategic planning process in detail.

[20 marks]

QUESTION TWO

‘The business buying process is a critical process in the procurement of goods / services, within a business organization’. With reference to this statement, explain each stage of the buying process.

[20 marks]

QUESTION THREE

Business markets, to a greater extent, differ from consumer markets; hence they should be managed differently (Jha *et al.*, 2014). In detail, explain how business markets differ from consumer markets.

[20 marks]

QUESTION FOUR

- a) Different companies manage their marketing in different ways. Kotler et al, 2013, talked about the evolution of marketing management. In detail, describe the different marketing management philosophies that different companies have been using over the years, in managing their marketing effort.

[10 marks]

b)

- i. Draw a well labeled diagram of five levels of a product. **[4 marks]**
- ii. Draw a well labeled diagram of the Ansoff model. **[4 marks]**
- iii. Contrast the following terms: Point of Difference “POD” and Point of Parity “POP”. **[2 marks]**

END OF EXAMINATION