



"Investing in Africa's future"

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND
GOVERNANCE (CBPLG)**

MKT 401: MARKETING MANAGEMENT

FINAL EXAMINATIONS

NOVEMBER 2019

LECTURER: MR T. NEMAUNGA

DURATION: 3 HRS

INSTRUCTIONS

Answer any THREE QUESTIONS

Start each question on a new page in your answer sheet

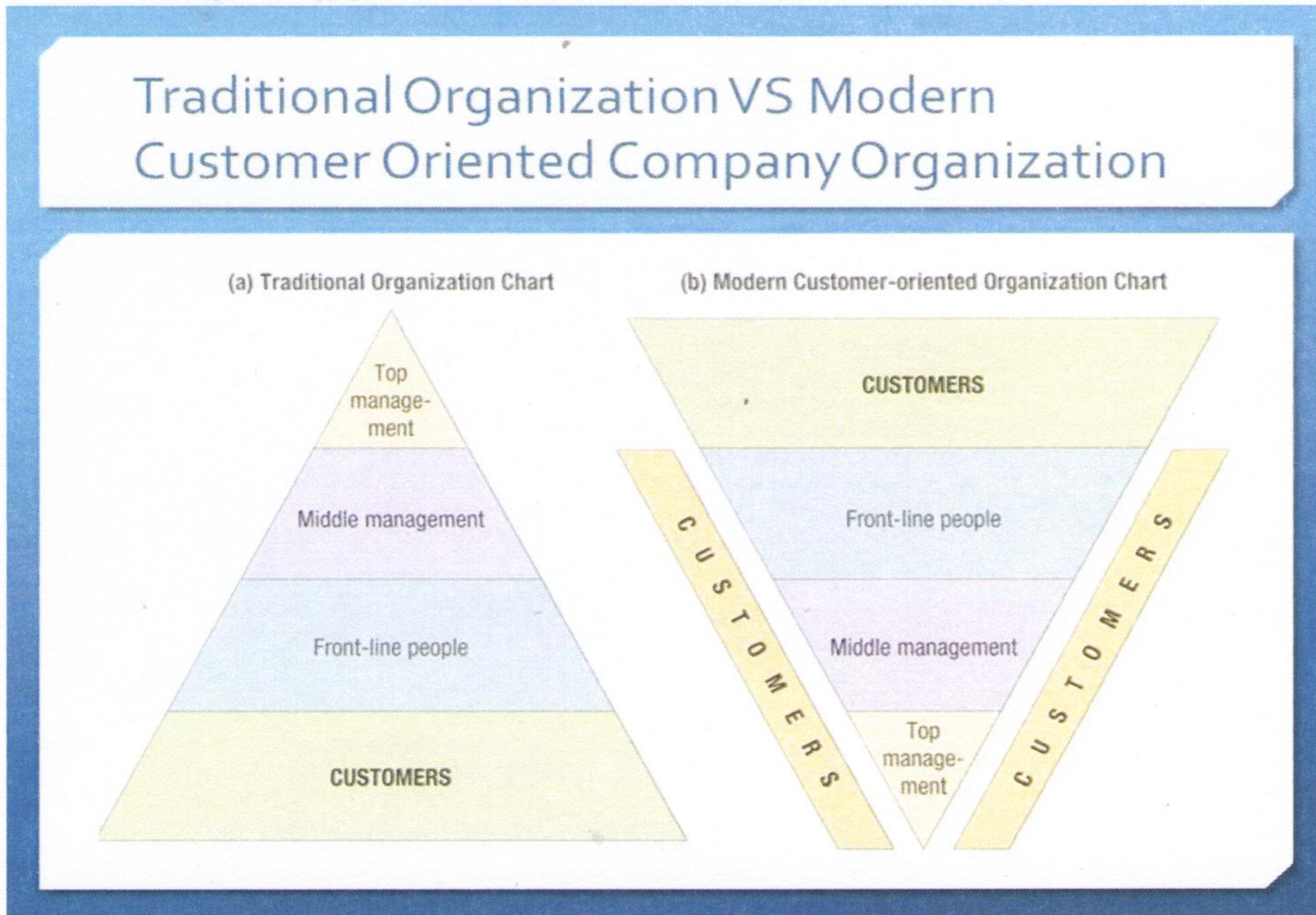
The marks allocated to **each** question are shown at the end of the section.

Credit will be awarded for logical, systematic and neat presentations.

Instructions:

Answer any **THREE** (3) questions:

Question 1: Answer the following:

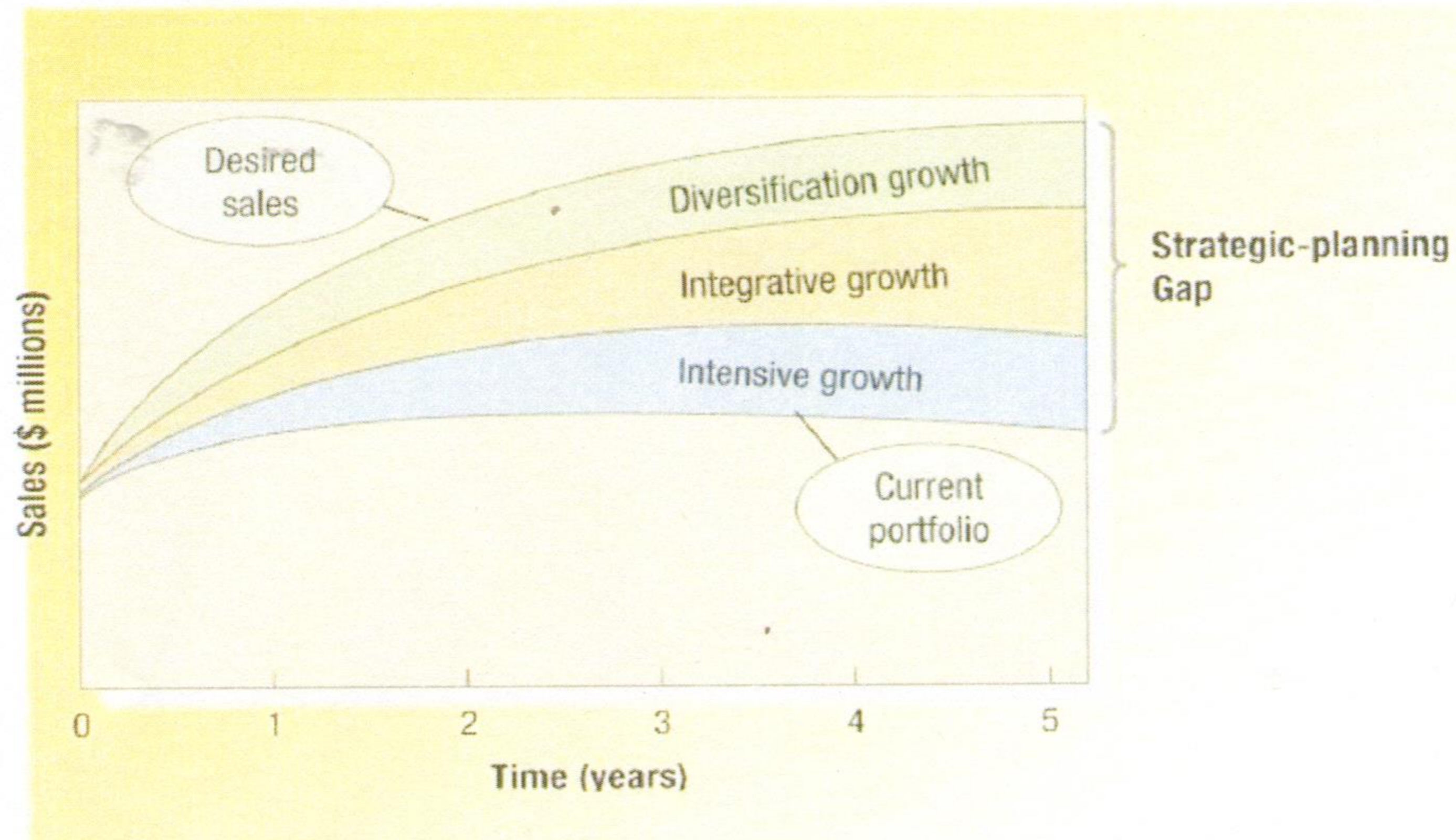


- a) In detail, explain how and why the traditional organizational structure (Chart) is different from the Modern Customer-oriented organizational structure? [6]
- b) According to Kotler, Keller, Koshy and Jha, (2014), customers make buying choices based on customer perceived value. As a marketer explain how you can increase customer perceived value? [6]
- c) Keeping customers satisfied is key to success to modern day organizations. Please identify the advantages of having a satisfied customer? [8]

Question 2: Answer the following:

We can say with confidence that the marketplace is not what it used to be. It is dramatically different from what it was ten years ago. There are now new market realities that marketers now have to overcome. Identify and explain major Societal forces that have caused this change, as put by Kotler, Keller, Koshy and Jha, (2014)? [20]

Question 3: Answer the following:



- During the strategic planning process, growth is one of the grand strategies an organization can pursue. Using the diagram above, please explain how growth can be achieved in an organization, in order to cover the strategic- planning gap. [10]
- A marketing planning document is one of the most important documents for the marketing department. In detail explain the contents of the marketing planning document? [8]
- What is internal marketing? [2]

Question 4: Answer the following:

In detail, describe the Marketing research process? [20]

Question 5: Answer the following:

- The Holistic Marketing Concept** is now being considered as the modern Marketing management philosophy. In detail, identify and describe the different components of this philosophy. [15]
- Identify and explain the four strategies identified in the Product/ Market Expansion grid? Which one of the strategies is most risky? [5]

- End of Paper-