



"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

COURSE TITLE: MKT 401- MARKETING MANAGEMENT
SEMESTER: FINAL EXAMINATION - NOVEMBER 2013
LECTURER: MR. I FUNGAI
TIME: 3 HOURS

INSTRUCTIONS

Answer **4** questions. Total possible mark is **80**.

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.

Question 1

- a) Distinguish between a product and a brand. (2 marks)
- b) Explain the marketing concepts: needs, wants and demands. (6 marks)
- c) Distinguish between value and satisfaction. (4 marks)
- d) Describe the three types of marketing channels used by marketers to reach the target market. (6 marks)
- e) What is a value chain? (2 marks)

Question 2

- a) Discuss the production concept. (10 marks)
- b) Discuss the selling concept. (10 marks)

Question 3

Discuss corporate strategic planning. (20 marks)

Question 4

- a) Explain the five product levels. (10 marks)
- b) Identify the seven levels of the product hierarchy. (8 marks)

Question 5

Distinguish the four types of consumer buying behaviour based on the degree of buyer involvement and the degree of differences among brands. (20 marks)

Question 6

Discuss the influence of cultural factors on buying behavior. (20 marks)

END