



BSc

MARKETING MANAGEMENT
MKT 102
IN CLASS TEST
TIME: 3 HOURS

INSTRUCTIONS

Answer any 4 of the six questions. All questions carry 25 marks each.

Question 1

Describe the BCG matrix and suggest the strategies that a marketer can use at each of the four quadrants. 25

Question 2

Give brief notes on each of the following as understood in marketing:

- a. Marketing
- b. Marketing strategy
- c. Marketing mix
- d. Product mix

25

Question 3

Explain the following 21ST century marketing terms .

- a. Direct marketing
- b. e- marketing
- c. Mass customisation
- d. Differentiation

25

Question 4

- a) What is a brand ?
- b) Discuss the benefits of branding.

Question 5

If you have to sell a product at a given price you need to determine the number of products that must be sold to generate sufficient revenue to cover total costs. Discuss with reference to the Break even analysis.

Question 6

Distinguish between consumer and business products giving examples in your answer.