



AFRICA
UNIVERSITY
A United Methodist-Related Institution

"Investing in Africa's Future"

COLLEGE OF HEALTH, AGRICULTURE & NATURAL SCIENCES

NAEC 506: MARKETING MANAGEMENT

END OF SECOND SEMESTER FINAL EXAMINATIONS

APRIL 2022

LECTURER: PROF L. DUBE

DURATION: 3 HOURS

INSTRUCTIONS

Do not write your name on the answer sheet

Use Answer Sheets Provided

Begin your answer for Each Question on a New Page

Credit is Given for Neat Presentation

INSTRUCTIONS TO CANDIDATES

Answer any 4 questions. All questions carry equal marks.

Question 1

Relationships seem to be important to marketing given the current emphasis on terms like relationship marketing, loyalty management, and customer relationship management. Critically discuss. [25]

Question 2

“Marketing is all about creating value for customers. So as the first step in the marketing process, the company must fully understand consumers and the marketplace in which it operates”. Critically discuss the validity of this statement using examples and with reference to relevant marketing theory. [25]

Question 3

It is essential that a company’s management understand the structure of the industry or industries in which it operates, and the underlying factors that determine its structure. Discuss any 5 strategies that an existing firm can adopt to protect itself from the threats of new entrants. [25]

Question 4

A company’s choice of suppliers to buy from or buyer groups to sell to should be viewed as a crucial strategic decision. How can a company leverage on the bargaining powers of suppliers and buyers to grow shareholder value? [25]

Question 5

Using examples from the agribusiness sector, discuss the characteristics which distinguish services from physical goods. [25]

End of Examination Paper