



Investing in Africa's Future

COLLEGE OF BUSINESS AND MANAGEMENT SCIENCES

NMKT 401: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

APRIL 2026

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TIME: 3 HOURS

INSTRUCTIONS

1. This paper contains **five** questions.
2. Answer **three** questions.
3. Answer question **1** in section A and any other **two** questions from section B.
4. Start each question on a new page.

SECTION A (COMPULSORY)

- 1) Answer the following:
 - a) 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. Kotler (2021) argues that strategic planning creates a clear roadmap for the entire organization. With the aid of a diagram, explain the strategic planning process. [30]
 - b) Marketers must acknowledge the importance of the product life-cycle when developing marketing strategies for their products and services. Draw a detailed diagram illustrating the product life-cycle. [8]
 - c) What is internal branding? [2]

SECTION B (ANSWER ANY TWO QUESTIONS)

- 2) Kotler et al (2014) have proposed various approaches to branding. In detail, identify and explain the different approaches to branding, stating the advantages and disadvantages of each approach. [30]
- 3) We can say with confidence that the marketplace is not what it used to be. It is dramatically different from what it was twenty years ago. There are new market realities that marketers now have to overcome. Identify and explain major Societal forces or developments that have caused these changes? [30]
- 4) According to Kotler and Keller 2013, there are five marketing management philosophies, which are: the Product philosophy, the Production philosophy, the Selling Philosophy, the Marketing philosophy and the Holistic Marketing philosophy. In detail, explain the Holistic marketing philosophy? [30]
- 5) Answer the following:
 - a) Coming up with the right price for a product or service is not an easy exercise. Marketers must analyze a lot of factors in order to come up with the right price for their offering. In detail, explain the steps marketers take in establishing or setting the right price for a product or service. [20]
 - b) Identify and briefly explain the Michael Porter Five Forces model, [5]

END OF EXAMINATION