



FACULTY: Humanities, Social and Management Sciences
DEPARTMENT: Business Administration
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: BUS 411
COURSE TITLE: MARKETING MANAGEMENT
DURATION: 2 $\frac{1}{2}$ HOURS

HOD'S SIGNATURE

INSTRUCTIONS:

1. Attempt any 4 questions.
2. All questions carry equal marks (15 marks)

QUESTIONS

1. a. Define marketing concept. 3 marks
b. Provide cogent reasons for embarking on marketing activities. 12 marks

2. Identify the variables in the macro marketing environment and discuss each of them. 15 marks

3. a. What is branding? 3 marks
b. Discuss the process a marketing manager can use to build strong brands in the market. 12 marks

4. a. What are the factors influencing market segmentation? 6 marks
b. State the advantages of segmentation. 9 marks

5. a. With the aid of a graph, illustrate the stages a product can pass through in its life time. 5 marks
b. Discuss each stage in the product life cycle. 10marks

6. a. Define direct marketing. 3 marks
b. What are the benefits of direct marketing to buyers? 12 marks