

MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

MARKETING MANAGEMENT ASSIGNMENT

Question One

You are the marketing manager of Kilolo a textile company in Kenya, the company has been encountering a reduction of sales for the last two years. The management has asked you to find out the cause and solve the problem.

Discuss with the management how the current changes in the external marketing environment could have been the possible cause of the changes in sales. (15mks)

Question Two

a) A leading American publishing firm wants to set up its operations in Kenya and launch a women's magazine that will focus on health fitness and beauty. They have approached you to advise them on how to go about it in the context of consume behavior in Kenya. Explain factors that may influence the buying behavior of Kenyan women towards these magazines.

(10mks)

b) A consumer goes through a series of rational steps in the buying decision process. Discuss these steps and the marketing tactics a marketer should apply at every stage.

(10mks)

Question Three

a) Discuss internal organization factors that influence an organization factors that influence an organization pricing strategies.

(12mks)

b) Using at least two promotional tools, discuss the importance promotion in today's competitive marketing environment.

(5mks)

Question Four

a) Keroche Company has just launched a new brand, summit. They are however experiencing problem with distributors would prefer to distribute and sell EABL products. Using examples, give four recommendations to

Keroche, managers on what they can do to encourage their channel members (distributors) to accept to sell their products more. (12mks)

- b) Identify five product related factors affecting the choice of distribution channels. (8mks)

Question Five

a) By using the extended marketing mix as a base, describe the unique service characteristic and explain how a service firm will manage its challenges. (10marks)

b) State and explain the FIVE roles of marketing in the society. (10marks)

c) With a well labeled diagram describe the product life cycle and explain the marketing strategies applicable in each stage of the PLC. (10marks)

Question seven

Broadly describe the following pricing policies

d) Cost-oriented policies

e) Demand-oriented pricing policies

f) Competition oriented pricing policies. (15marks)

Question Eight

c) Define the term marketing philosophy. (3marks)

d) Giving relevant examples discuss FOUR of this philosophy's and explain how they are applicable in marketing. (12marks)