

Name _____

Index No _____ / _____

2906/202

Candidate's Signature _____

MARKETING MANAGEMENT

November 2015

Date _____

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN BUSINESS MANAGEMENT
MODULE II**

MARKETING MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

1. (a) Many marketing organisations are increasingly emphasising on the need for good customer relationships. Explain the reasons that may account for their emphasis. (10 marks)
- (b) Highlight **five** ways in which a person's family of orientation may influence his consumption behaviour. (10 marks)
2. (a) Describe the role played by the influences in buying centre. (10 marks)
- (b) Describe the types of household patterns that a marketer should consider in designing the marketing strategy for a firm. (10 marks)
3. (a) Jabali has been appointed the marketing manager of a certain firm. Outline the duties that he will be expected to perform in his job. (10 marks)
- (b) The development of technology has influenced marketing operations of many firms. Explain the technological trends that the firm should consider for it to be competitive. (10 marks)
4. (a) One of the basis for segmenting a market is occasions. Describe the occasions that can be used for this purpose. (10 marks)
- (b) Rokipo Limited uses service differentiation as a way of gaining competitive advantage. Explain the ways in which the company does this differentiation. (10 marks)
5. (a) The following table shows a pattern of target market selection.

	M_1	M_2	M_2
P_1			
P_2	XX	XXX	XXX
P_3			

P = Product M = Market

- (i) Identify the pattern. (2 marks)
- (ii) Highlight the benefits of using the above pattern. (8 marks)
- (b) Explain **five** components of brand equity. (10 marks)
6. (a) The marketing manager of Beta caterers Ltd has noticed that many of her customers have moved to competing caterer nearby. Highlight the factors that may account for the behaviour of the customers. (10 marks)
- (b) Explain the circumstances under which consumers of a product may not be price sensitive. (10 marks)

