

2906/202

MARKETING MANAGEMENT

November 2016

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN BUSINESS MANAGEMENT
MODULE II**

MARKETING MANAGEMENT

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SEVEN questions.

Answer any FIVE questions in the answer booklet provided.

All questions carry equal marks.

Candidates should answer the questions in English.

This paper consists of 2 printed pages.

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

1. (a) Tana Limited, a newly established shoe manufacturing firm, intends to segment its market on demographic bases. Outline the variables that the firm may consider in carrying out this exercise. (10 marks)
- (b) Uwezo Limited launched a new product last year but the product has totally failed. Explain **five** reasons that may have led to the failure. (10 marks)
2. (a) Explain **five** reasons why some organisations find it necessary to advertise their products. (10 marks)
- (b) Price-adjustment strategies are often used by firms in order to appeal to customers. Describe **five** such strategies. (10 marks)
3. (a) Kibo Limited has adopted Information Communication Technology (ICT) in its distribution activities. Explain **five** benefits that the firm will derive from taking such action. (10 marks)
- (b) Explain why customers' complaints are important to an organisation. (10 marks)
4. (a) Service industry is characterised by differences in service quality. Outline **five** ways a marketer may use to manage service quality. (10 marks)
- (b) Explain how the use of mobile phones enhances marketing activities of an organization. (10 marks)
5. (a) Explain **five** ways by which a marketer may improve the internal environment to achieve marketing goals of the organisation. (10 marks)
- (b) Mr. Membe, a marketing consultant, has been hired to advise an ailing company on how to improve its existing products. Highlight **five** areas that he may advise them on. (10 marks)
6. (a) Explain **five** causes of conflicts among channels of distribution. (10 marks)
- (b) Omali Limited is a new company in Turkana County. Explain how its marketing activities may contribute to economic development in the county. (10 marks)
7. (a) Describe the stages of organisational buying process. (12 marks)
- (b) Outline **four** advantages that organisations may get from using FM radio stations to advertise their products. (8 marks)

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