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UNIVERSITY REGULAR EXAMINATIONS

2013 /2014 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATIONS

(MAIN EXAMINATION)

FOR THE MASTER DEGREE IN BUSINESS ADMINISTRATION

COURSE CODE: MBA 863

COURSE TITLE: MARKETING SEMINAR

DATE: 22ND APRIL, 2014

TIME: 2:00P.M.-5:00P.M.

Answer question ONE (Compulsory) and any other THREE.

PART A

QUESTION ONE

How can a company ensure its continued growth? In 1960, Levitt in his article 'marketing myopia' answered this question in a new and challenging way by urging organizations to define their industries broadly to take advantage of growth opportunities.

Levitt showed how the railroads declined as technology advanced because they defined themselves narrowly. To continue growing companies must ascertain and act in their customers' needs and desires and not bank on the presumptive longevity of their products.

- a) From the above, it is clear that the railroad companies were product-oriented
- i) Using the above case, explain product orientation (8mks)
- ii) How should these companies have defined their business to avoid the failure they a witnessed (8mks)
- b) Using examples, describe how firms can meet the challenges of rapidly changing technology (9mks)

(Total Marks 25)

PART B: Answer Any Three Questions

QUESTION TWO

Relationship marketing is widely emphasized in marketing today

- a) What is relationship marketing? (6mks)
- b) Discuss the benefits that would accrue to a company that invest in this type of marketing? (9mks)
- c) Suggest methods that a car manufacturer can use to develop closer relationship with the customers? (10mks)

(Total Marks 25)

QUESTION THREE

You work for an environmental management consultancy company. One of your clients, an automotive manufacturer, would like your advice on how a more proactive approach to green issues is likely to affect their marketing strategy and programme development. Present your advice in the form of an outline report in a forth coming meeting with your clients (20mks)

QUESTION FOUR

Al Ries and Jack Trout argue that marketing is not a battle of products; it's a battle of perception. Using both local and international examples, discuss this statement (25mks)

QUESTION FIVE

Derek F Abell in his article the strategic window argues that the time to invest in product is when the strategic window is open. Using his arguments;

- a) Discuss the concept of strategic window (9mks)
- b) What is market evolution as discussed by Abell? Identify and explain the major categories of market evolution illustrated by Abell (16mks)

(Total Marks 25)