



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER-2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
(YR III SEM I)**

UNIT CODE: BMKT 3103

UNIT TITLE: MARKETING MANAGEMENT

DATE: TUESDAY 20TH DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions**

QUESTION ONE

- (a) Explain FIVE factors that a firm should consider when designing a promotion mix. (10 Marks)
- (b) Explain FIVE types of costs that may be incurred when using differentiated market Coverage strategy for target markets. (10 Marks)
- (c) Describe the main stages in the organizational buying process. (10 Marks)

QUESTION TWO

- (a) After the market segmentation process has been completed, the organization should begin developing the marketing mix factors. Discuss. (10 Marks)
- (b) Explain how a global enterprise will segment, target and position its products and services. (10 Marks)

QUESTION THREE

- (a) In setting prices, it is essential to establish only target market objectives. Comment. (10 Marks)
- (b) If a company is to respond accurately to price changes, it must thoroughly understand its competitors. Discuss. (10 Marks)

QUESTION FOUR

- (a) What are the combinations of product communication strategies available to global marketers? (11 Marks)
- (b) What pricing policy alternatives are available for a global company? (9 Marks)

QUESTION FIVE

You have been approached by a local manufacturer of soft drinks to provide advice on its marketing planning. Write a report that includes:

- (a) An evaluation of its current portfolio of products by using any portfolio management tool of your choice. (15 Marks)
- (b) The recommended product strategy for ensuring the expansion of the soft drink manufacturer. (5 Marks)