



**FACULTY OF BUSINESS MANAGEMENT**  
**END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: BBA**

**YEAR/SEM: YEAR 2/SEMESTER 2**

**COURSE CODE: MKT 2201**

**NAME: MARKETING MANAGEMENT**

**DATE: 2025-04-24**

**TIME: 9:00AM-12:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## **Section A CASE STUDY IS COMPULSORY ( 40 MARKS)**

### **Question 1:**

#### **A CASE OF MATEBETO COMPANY LTD**

In early 2011, Matebeto Company Ltd planned to leverage its brand equity and distribution network to turn Pizza into Zambia's biggest food brand. Elizabeth Zulu, CEO of Matebeto Company Ltd, set a sales target of K2 Billion by 2021. In 2001, Matebeto Company Ltd entered the fast food market in Zambia with the launch of vegetable pizzas under the brand name SnowCap in Lusaka, Zambia. Matebeto Company Ltd was also planning to launch its pizzas in other provinces of Zambia and possibly in Angola.

Depending on the response in these provinces, Matebeto Company Ltd would decide to introduce its pizzas in many other countries. The pizzas were offered in four flavours: plain tomato-onion-capsicum, fruit pizza (pineapple-topped), mushroom and 'Jain pizzas' (pizzas without onion or garlic). Matebeto Company Ltd launched the pizzas in the K100- K200 price range. The existing players in the pizza market, like Domino's, Pizza Hut and Nirula's offered pizzas at nothing less than K120. Analysts felt that Matebeto Company Ltd move would force the existing players to reduce their prices in the long run.

Matebeto Company Ltd planned to open 3,00 pizza retail franchise outlets all over the country by 2021. The pizzas would be made at the retail outlets. The technical training and the recipe for the pizza would be provided by Matebeto Company Ltd. It would also negotiate with bulk suppliers of vegetables to get these at wholesale rates. These would be provided to the retailers.

#### **Tasks:**

(a) In your own opinion, does Matebeto need to develop a marketing plan? Justify your answer.

**[20 Marks]**

(b) With the use of examples, discuss the factors that Matebeto Company Ltd would consider when choosing the channel of distribution in its expansion program **[20 Marks ]**

## **Section B ATTEMPT THREE QUESTIONS ONLY (60 MARKS)**

### **Question 1:**

(a) Define Market segmentation **(04 marks)**

(b) There are many ways to segment a market. Briefly explain four (4) basic ways for a company to segment its market. **(08 marks)**

(c) As a marketing Consultant, advise Pepsi-cola on which best criteria the company can use in during its segmentation process. **(08 marks)**

**Question 2:**

(a) Developing Customer Relationship and Retention of customers is the required task for the Marketers ' - With relevant examples explain how Universities can adopt the strategies for said statement? **(10 Marks)**

(b) Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example. **(10 Marks)**

**Question 3:**

Product is anything that can be offered to a market for attention, acquisition use or consumption that might satisfy a want or need. Briefly explain levels of product and provide an example for each level. . **(20 Marks)**

**Question 4:**

(a) The marketing concept emphasizes satisfying customer needs and wants. How does marketing satisfy your needs as a University student? Are certain aspects of your life influenced more heavily by marketing than others? Provide examples. **(10 Marks)**

(b) Explain how Apple employed the marketing concept in designing, promoting, and supplying the iPhone. Identify the key benefit(s) for consumers relative to comparable competitive offerings. **(10 Marks)**

**Question 5:**

Assume that You are a Consultant in Marketing. A deodorant product segmented for teenagers are to be launched through online marketing.

(i) Suggest online website marketing strategy you can recommend as newly appointed consultant. **(10 Marks)**

(ii) Explain how the decision of celebrity and costing can be decided? **(10 Marks)**

**Question 6:**

What do you understand by distribution channel? A multinational is planning to launch its brand of cosmetics in Kansanga Market . What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics? **(10 Marks)**

(b) If you have been appointed as a marketing consultant, Explain the steps involved in new product launch? Discuss with the help of a suitable example. How would you select the right target market for your new product? **(10 Marks)**