



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: MBA

YEAR/SEM: YEAR 1/SEMESTER 1

COURSE CODE: MBA 712

NAME: INNOVATION AND MARKETING

DATE: 2025-04-15

TIME: 2:00-5:00PM

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 Section A is Compulsory

Question 1:

Apple has consistently led the tech industry with its innovative products like the iPhone, iPad, and MacBook. It employs a unique marketing strategy that focuses on seamless integration between hardware, software, and services. Apple's brand identity emphasizes premium quality, aesthetic appeal, and user experience, which has helped it create a loyal customer base.

Question

- a) What factors contribute to Apple's success in innovation and marketing? (20 marks)
- b) How does the brand sustain customer loyalty? (20 marks)

Section B Answer any three Questions

Question 1:

How can a company foster a culture of innovation within its marketing department? (20 marks)

Question 2:

How do disruptive innovations affect traditional marketing strategies? (20 marks)

Question 3:

How can content marketing support innovative product launches? (20 marks)

Question 4:

What are the key elements of a successful marketing innovation strategy? (20 marks)

Question 5:

How can companies measure the success of their innovation marketing efforts? (20 marks)

Question 6:

What is the impact of social media on innovation in marketing? (20 marks)