INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

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]**

Question 2:

CASE STUDY 2

SECTION A (40 MARKS COMPULSORY)

HiTech Phones has been monitoring changes in the market. It has identified changes in consumer behaviour, especially regarding the adoption of new technologies. As a result, it has changed its product specification and its pricing. These changes have been initiated so its new phones will appeal more to the youth market. Historically, it had manufactured more expensive phones and therefore its main markets tended to be older consumers earning higher wages. Its objectives are to reduce its pricing but to sell a much higher volume. This, it is hoped, will lead to much higher profits overall. HiTech Phones' primary objective is to create a much higher return for investors. To ensure it can achieve this objective it has been focusing on its own resources, capabilities and competencies. In addition, its research team has helped with the analysis of considerable existing customer data which was already available internally within the organization.

Questions From The Case

(a) Describe the Marketing Mix of HiTech Phones is making changes in satisfying its target Market from the Case study study. **(10 marks)**

To help it achieve its objectives, HiTech Phones has been focusing on analysis of business environment, As a student of Marketing management, Explain different environments from the case study and how HiTech Phones can manage its environment in achieving its target market. **(15 marks)**

(c) With the help of Porters five forces, explain how HiTech Phones can manage to control its competition in the market.**(15 marks)**

SECTION B

ATTEMPT THREE QUESTIONS ONLY (60 MARKS)

Question 1:

(a) When undertaking marketing planning, the impact of the organization's various environments should be considered when designing your marketing objectives and activities, as part of Market management, explain different components that you may include in your marketing planning. (**10 Marks)**

(b) With relevant examples, Explain how different environments that will affect your market planning (**10 Marks)**

Question 2:

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 3:

(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 4:

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)**

Question 5:

(a) One of your friends is contemplating opening a coffee shop near your **University Campus.** She seeks your advice about size of the Potential customer base and how to market the business according to the 7Ps. What marketing strategies can you share with your friend to assist in launching the business? .(2**0 MARKS)**

Question 6:

(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 7:

Sales Promotion is a short-term incentive to encourage the purchase or sale of a product or service. Briefly explain five (05) of the

consumer promotion tools below that are commonly used by marketers to increase the sales of their product. **(20 Marks)**

Question 8:

Explain the stages in the Product Life Cycle. What is the significance of Product Life Cycle in the marketing mix and in the product planning and development ? Explain.**(10 Marks)**

The product or service has passes through life stages like a human being. Discuss **(10 Marks)**

Question 9:

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 10:

(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 ca use in during its segmentation process. **(08 marks)**

Question 11:

(a) In your market planning management, explain the various factors which a manager must keep in his mind while making pricing decisions? **(10 Marks)**

(b) In your market planning management, explain the various factors which a manager must keep in his mind while making distribution decisions? **(10 Marks)**

Question 12:

in your market planning, which factors would you consider in understanding the the consumer behavior **(10 marks)**

(b) With relevant examples, what is meant by buy motives, explain the importance of studying consumer behavior in marketing. **(10 marks)**