INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

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)

Question 2:

Case Study: Revitalizing WXYZ Corporation

Company Background**:**

WXYZ Corporation is a mid-sized manufacturing company that has been in business for 25 years, specializing in the production of consumer electronics such as smartphones, tablets, and wearables. The company was once an industry leader, known for its innovative designs and high-quality products. However, over the past five years, WXYZ has experienced significant challenges, including declining sales, increased competition, and a lack of innovation in its product offerings.

Problem:

Despite having a strong initial market presence, WXYZ has seen its revenue drop significantly due to several factors:

- Outdated Product Line:
- Declining Market Share:

Limited Innovation and R&D Investment:

- Ineffective Marketing Strategy:
- Operational Inefficiencies:

Questions:

a) What strategies can WXYZ adopt to innovate its product line and regain market relevance in the consumer electronics industry? (10 Marks)

b) How can WXYZ overhaul its marketing strategy to better connect with modern consumers and build brand loyalty? (10 Marks)

c) What role should research and development (R&D) play in WXYZ's revitalization, and how can the company foster a culture of innovation within its teams? (10 Marks)

d) How can WXYZ streamline its operations to reduce costs, improve efficiency, and stay competitive in the manufacturing sector? (10 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:

What role does customer-centric innovation play in modern marketing strategies? (20 marks)

Question 3:

How can companies use disruptive innovation to gain a competitive edge in saturated markets? (20 marks)

Question 4:

Explain how "Blue Ocean Strategy" can be applied in marketing innovation. (20 marks)

Question 5:

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

Question 6:

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

Question 7:

Discuss the importance of branding in the context of innovation marketing. (20 marks)

Question 8:

How does digital transformation drive innovation in marketing? (20 marks)

Question 9:

What are the potential risks associated with marketing innovation, and how can companies mitigate them? (20 marks)

Question 10:

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

Question 11:

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

Question 12:

What is the role of customer feedback in driving innovation in marketing? (20 marks)

Question 13:

Discuss the concept of “Marketing Mix Innovation” and how it impacts a company’s marketing strategy. (20 marks)

Question 14:

How can Artificial Intelligence (AI) contribute to innovation in marketing? (20 marks)

Question 15:

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