



UGANDA MANAGEMENT INSTITUTE

POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT (DBA) (WKD)

SECOND SEMESTER EXAMS 2017/2018

MODULE: MARKETING MANAGEMENT (E)

Date: Friday 5 October 2018

Time: 09.00 AM – 12.00 NOON

INSTRUCTIONS

1. Answer **FOUR** Questions.
2. Question **ONE** of Section A is compulsory and carries **40** marks.
3. Answer any other **THREE** Questions from Section B. Each question carries **20** marks.
4. Write clearly and legibly.
5. Do not write anything on the question paper.
6. Do not take Mobile Phones into the examination room.
7. Follow the instructions of the Examination Supervisor.
8. Indicate questions answered on the Answer Sheet in the column of Questions.

This paper consists of 3 printed pages.

-GOOD LUCK-

SECTION A:**COMPULSORY****(40 MARKS)****QUESTION ONE**

You are the new Marketing Manager of Kiri Bottling Company a new beverages company in Uganda; the beverages market for the country has previously been dominated by the long established Century Bottlers (Coca-Cola), Crown Beverages (Pepsi-Cola) and the much newer Hariss International (Riham brand). Your first objective is to make inroads into the market and eventually try and break up the dominance of these traditional brands. During your marketing management module you learnt that price is one of the most flexible elements of the marketing mix and therefore plays a vital role in the marketing aspect of any organisation.

Required:

- a) Examine the main factors that your company should consider in making their pricing decisions **(10 marks)**
- b) Discuss the various pricing strategies that you can use in pursuing your marketing objectives bearing in mind that your competition comprises of traditional brands that have a dominant market share. **(10 marks)**
- c) As a marketing manager for Hariss International, justify the need for the company to grow the brand. **(10 marks)**
- d) Suggest ways how the company can grow the brand. **(10 marks)**

SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION**QUESTION TWO**

Traditional approaches to marketing implementation that only focus on the external customer are not always successful and this has led to organisations adopting alternative approaches to marketing implementation". Evaluate this statement in relation to internal marketing and discuss the main components that must be considered while implementing an internal marketing program. **(20 marks)**

QUESTION THREE

- a) Marketing plans are road maps that guide implementation of marketing activity; examine the main benefits of marketing planning to an organisation. **(10 marks)**

- b) Marketing communication plans can be prepared as part of the marketing plan or as a stand-alone document; with this in mind outline and explain in detail the main components of a well written marketing communication (MARCOM) plan. **(10 marks)**

QUESTION FOUR

You are a recent DBA graduate at Uganda Management Institute (UMI) and you have been appointed as Head of Business Development of your company with one of your key responsibilities being to manage the company's product development strategy. While at UMI you learnt that in an increasingly competitive business environment, branding and brand development have become key components of marketing strategy.

Required:

- a) Discuss the various product development strategies that could be available to businesses that are pursuing growth. **(10 marks)**
- b) Examine in detail the main stages in the product development process. **(10 marks)**

QUESTION 5: "Digital marketing is now very important to many organisations due to the increasing numbers of millennial, generation Z and people who are digital savvy". Organisations these days incorporate digital marketing plans in their marketing plans. Outline the key components of a digital marketing plan of an organisation of your choice. **(20 marks)**

QUESTION SIX

Commercial marketing principles can be applied in non-profit organisations and charities. Clearly explain some of the principles used in commercial marketing which can be used in not for profit or charity organisations. **(20 marks)**

END