



UGANDA MANAGEMENT INSTITUTE

POSTGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION
(DBA) WKD

SECOND SEMESTER EXAMS 2015/2016

MODULE: MARKETING MANAGEMENT

Date: Monday 3 October 2016

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**

An Egyptian company has started a meat processing factory at Bombo – Luwero District and they have recruited you as their business Analyst, who will be advising them on issues concerning the market in Uganda and abroad (foreign markets).

Management of this company wants to start by selling to the local market before venturing abroad.

Required

- a) Write a report explaining what you will include when assessing the local marketing environment. **[10 Marks]**
- b) What do you think could be key issues to consider when analysing consumer behaviour. **[10 Marks]**
- c) Explain what should be included in the distribution strategy of this company. **[10 Marks]**
- d) "This company needs to have a thorough marketing communication plan". Outline what should be included in a marketing communication plan which can address communication requirements of the market. **[10 Marks]**

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

"Segmentation, Targeting and Positioning (STP) are key to developing successful marketing strategy". Critically examine the above statement and also highlight how STP differs between consumer and business markets. **[20 Marks]**

QUESTION THREE

"The choice of mode of entry into international markets is influenced by several factors:.

Examine the various modes of entry that can be used by a firm that wishes to internationalize its activities. **[20 Marks]**

QUESTION FOUR

“Customer experience is critical for the success of any modern organisation, hither profit or non-profit”.

Write a report explaining why an organisation needs to understand customer journey to enable its customers have a good customer experience. **[20 Marks]**

QUESTION FIVE

The 2014 Uganda population and housing census showed that population in Uganda who access information via internet has increased to 7.3% this indicates that organisations must know focus on marketing digitally as the number of people who get information from print has reduced to 2.4%.

- a) You have been approached by management to present a paper to the Board of Directors. Outline and justify the different digital marketing tools that the company should use to access target audience of your choice. **[10 Marks]**
- b) What should be included in your opinion in a digital marketing plan? **[10 Marks]**

QUESTION SIX

Uganda has six foam factories. The Managing Director of one of the factories has approached you saying that price is the only element of the marketing mix that is flexible and can frequently be changed. Critically examine the statement made by the Managing Director highlighting the factors that influence pricing decisions. **[20 Marks]**

END