

UGANDA MARTYRS UNIVERSITY, LUBAGA CAMPUS

**FACULTY OF BUSINESS ADMINISTRATION AND
MANAGEMENT**

DEPARTMENT OF MANAGEMENT SCIENCE

**MKT 2101: PRINCIPLES OF MARKETING FINAL
ASSESSMENT 2017/18**

BAM 2 EVENING LUBAGA

DATE: 6th August 2018

Time allowed: 3 hours

Instructions to Candidates:

Read the following before answering the examination questions.

- i) Do not write anything on this question paper.
- ii) Use of relevant examples will earn you a credit.
- iii) Attempt any four (4) questions.

Question one

(a) Assume you have been appointed sales and marketing Director of a firm with a new product which despite its good quality, is disliked by most of the target and actual customers. With a relevant example of your choice, identify and explain the market segmentation base you will employ to effectively sell this new product. **(20 marks)**

(b) Identify and explain the advantages associated with market segmentation. **(5marks)**

Question two

a) Every organization involved in the sale of goods and services, however small, ought to undertake some kind of marketing research. With relevant examples, state and explain the step involved in conducting of marketing research in an organization of your choice. **(15 marks)**

(b) With the help of a diagram, identify and explain briefly the component of marketing information system. **(10 marks)**

Question three

a) You as Marketing Manager of a small motorcycle manufacturing company have been hired by Regional Marketing manager of motor vehicle manufacturing company to advise him of the promotion mix strategies on that will help a company grow in local and international market. Identify and explain the appropriate promotion mix strategies that you would recommend so that the company can achieve its objectives. **(15 marks)**

b) With relevant examples, discuss the role of marketing to an organization. **(10 marks)**

Question four

a) With relevant examples, identify and explain micro environmental factors a marketing organization should understand in order to improve its marketing decisions that will lead to market growth of an organization. **(15 marks)**

(b) State and explain the importance of marketing environment to an organization **(10 marks)**

Question five

- (a) With the aid of a diagram, state and explain the different levels of a product. **(10 marks)**
- (b) State and explain the factors that contribute to the failure of a new product **(15 marks)**

Question six

- (a) With the aid of examples, identify and explain the psychological factors that influences the buying behavior of an individual **(10marks)**
- b) Product development is one of the key activities organizations should concentrate on. With relevant examples, state and explain why new product development is necessary. **(15 marks)**