

Course Code: MKT 401

Course Title: MARKETING MANAGEMENT

Credit Unit: 2

Instructions:

1. Indicate your Matriculation Number clearly
2. Attempt Question 1 and any other two (2) questions
3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.
4. Present all your points in coherent and orderly manner

Time Allowed: 2 Hours

Answer two (2) questions, Question one (1) is compulsory for all.

1. (a). List and explain the associated problems of marketing in developing economies.
(b). Distinguish between marketing mix and marketing.
2. Discuss the prospects of marketing in developing economies.
3. (a). What is Services Marketing?
(b). List and explain the characteristics of services marketing.
4. Discuss extensively the 7 P's of Services Marketing.
5. (a). Explain what you understand by the concept of marketing research.
(b). Explain four (4) major types of consumer behaviour.