



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

Bachelor of Commerce Honours Degree in Entrepreneurship & Business Development

Marketing Management

HEBD 116

Part 1 Semester 2 Examination

Total Marks (100)

Date: June 2024

Time: 3 Hours

INSTRUCTIONS

- 1 This paper has *six (6)* questions
 - 2 Answer Question on *(1)* and any other *three (3)*
 - 3 Each question carries *25 marks*
 - 4 Start each question on a new page
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1. a) With the aid of examples, explain the five different marketing management concepts. (10)
b) Explain which orientation you believe your university may follow when marketing its programs. (15)

2. Citing relevant examples, explain the four major segmenting variables for consumer markets. (25)

3. a) With the aid of examples, explain 5 sales training techniques. (15)
b) Explain how one may evaluate the sales training programs. (10)

4. a) Critique the Marketing Concept citing relevant examples. (15)
b) Explain why it is important for organisations to do environmental scanning. (10)

5. a) Assess a distribution plan for a product/service of your choice. (13)
b) Explain two channels you would like to pursue and give advantages and disadvantages of each. (12)

6. Discuss how the following factors affect the choice of structure for managing the sales force.
 - a) Size of the company (8)
 - b) Nature of the products (8)
 - c) Nature and density of the market (9)

END OF PAPER