



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**  
**MASTER OF BUSINESS ADMINISTRATION**  
**MARKETING MANAGEMENT**  
**MBA 102**  
**PART 1 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

DATE: APRIL 2024

Time: 3 Hours

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**INSTRUCTIONS**

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss the 5 P's in marketing, explaining how they are applicable to organisations. [25 Marks]
2. Evaluate how e-commerce has transformed the role of marketing in modern business? [25 Marks]
3. 'It is strongly argued that without marketing research, it becomes very difficult to effectively undertake marketing operations'. Discuss. [25 Marks]
4. (i). Explain the term market segmentation. [5 Marks]  
(ii). Discuss the importance of market segmentation in marketing. [20 Marks]
5. Discuss Michael Porter's five forces model showing its applicability to modern business. [25 Marks]
6. 'Marketing is about competition'. Discuss this assertion citing relevant examples. [25 marks]

**END OF PAPER**