REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

MASTER OF COMMERCE DEGREE IN BUSINESS ADMINSTRATION

MARKETING MANAGEMENT

MBA 102

PART 1 SEMESTER 1 EXAMINATION

TOTAL MARKS   [100]

DATE: OCTOBER 2024

Time: 3 Hours

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. With reference to specific industry of your choice, do an industry analysis using Porter's generic model. (25 marks)

2. Explain how a corporation may use BCG matrix to manage its portfolio of products.

(25 marks)

3. (a) Explain the term 'marketing concept'. (5 marks)

   (b) Assess the relevance of marketing concept for business organisations in Zimbabwe. (20 marks)

4. Examine any 5 factors to be considered in market segment attractiveness analysis. (25Marks)

5. With reference to a particular business, explain the factors that may be considered in environmental scanning. (25 marks)

6. Discuss the 5P's of marketing citing relevant examples. (25 marks)

END OF PAPER