



MARKETING MANAGEMENT - MBA 315

Time Allowed: **THREE (03) hours**

Answer any **FIVE (05)** questions.

- 1
 - i Discuss the view that every marketer should define their markets in terms of needs, not in terms of the products. (10 Marks)
 - ii Are marketers generally interested in consumers' "needs" or "wants"? Justify your answer. (10 Marks)
- 2
 - i A firm's marketing effort should be driven beyond its profits and customers' satisfaction. Do you agree with the statement? Describe your answer with proper examples. (10 Marks)
 - ii Apply the MCG Growth -Share Matrix for a business or an industry that you are familiar with and describe the characteristics of each quadrant. (10 Marks)
- 3
 - i Explain what is meant by lifetime value of customers, and how can marketers maximize it. (10 Marks)
 - ii How can companies attract and retain the right customers and build strong customer relationships? (10 Marks)
- 4
 - i Name and discuss the different ways that a company could use to divide the consumer market into segments? (10 Marks)
 - ii Discuss the methods available for a company to evaluate and choose the most attractive target markets? (10 Marks)
- 5
 - i If a company to be branded its products must be differentiated. Do you agree with this statement? Discuss. (10 Marks)
 - ii Discuss the characteristics of products and the methods of classifying products? (10 Marks)
- 6
 - i The distinctive service characteristics greatly affect the design of marketing programs. Do you agree? Explain your answer with examples. (10 Marks)
 - ii How can companies achieve excellence in services marketing? Explain. (10 Marks)