



KENYATTA UNIVERSITY
EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

BBA 050: MARKETING MANAGEMENT

2nd SEMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS: Answer Question One and any other Two questions

Question One

- a) As a marketing manager, your duty is to ensure that your organization thrives in a competitive environment. Using a company of your own choice, discuss five macro environment factors that influence marketing decisions. (10 marks)
- b) Discuss your understanding of marketing and highlight the various marketing concepts. (10 marks)
- c) Briefly explain market segmentation and highlight the reasons why organizations apply market segmentation. (10 marks)

Question Two

- a) Using a well labeled diagram, discuss the stages of a product life cycle and the strategies an organization uses to ensure the product move from one state to another. (10 marks)
- b) Highlight the Middlemen in a distribution system and explain the importance of intermediaries in distribution of products. (10 marks)

Question Three

- a) Discuss the five key pricing strategies organizations use while pricing their product. (10 marks)
- b) Explain the marketing mix and highlight the four elements of the marketing mix. (10 marks)

Question Four

- a) Explain the components of the Marketing Information System and highlight its relevance to Marketing Management. (10 marks)
- b) Discuss what you understand by consumer behavior and highlight any four factors that influence consumer behavior. (10 marks)