



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION

BBA 848: MARKETING MANAGEMENT SEMINAR

DATE: Thursday 23rd November, 2017

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS: Answer question ONE and any other THREE questions

Question One

The Rising Cost of Consumer Attention: by Thales S. Teixeira

Attention is the allocation of mental resources, visual or cognitive, to visible or conceptual objects. Before consumers can be affected by advertising messages, they first need to be paying attention. As Thales S. Teixeira writes in this paper, the quality of consumer attention has been failing for decades. Consumers have lost interest in the information content of ads because they can access more and better information on-demand on the Web. In addition, the price of marketers' acquiring high-quality attention has increased by as much as nine-fold in the past two decades. To compensate for these circumstances marketers have typically responded by advertising more by pursuing other means, such as price promotions, to acquire customers. However, these tactics risk eroding current profits and future revenues. A better solution, argues Teixeira, is to find cheaper attention or increase its conversation into sales. Novel approaches described in the paper, such as Lean advertising and Viral Advertising can help to mitigate the rising cost of attention. Ultimately, in order to effectively manage the valuable resource of consumer attention, marketers will need to tailor their advertising strategies to the attention contingently available to them.

- (a) Discuss how Lean advertising and viral advertising can help to mitigate the rising cost of consumer attention (10 marks)
- (b) Discuss in details why business organization need to care about increasing cost of customers' attention (10 marks)

- (c) Explain how marketers can use the knowledge of consumer behaviour to develop better marketing programs and strategies (10 marks)

Question Two

Marketing seminar is an event in which people gather to learn more about various marketing concepts, discuss in details why marketers need to study marketing seminar as a discipline (10 marks)

Question Three

Citing Martha Lagace article, explain how marketing activities can reduce worldwide poverty and enhance business performance (10 marks)

Question Four

Citing Carmen Nobel article, discuss why web advertising is gaining ground as opposed to other existing traditional promotional methods (10 marks)

Question Five

Consumer relationship management (CRM) plays a critical role in any business organization, being guided by John Quelch article. Discuss the importance of CRM (10 marks)