



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE

EMM 415: MARKETING FOR ENGINEERS

DATE: WEDNESDAY 18TH APRIL 2012

TIME: 8.00 A.M. – 10.00 A.M.

Instructions: Answer any other Three questions

Question one (20 marks)

- a) Discuss the nature and scope of marketing management in engineering profession
(10 marks)
- b) Discuss the Ansoff's business model in strategic business planning citing its role in marketing management.
(10 marks)

Question two (20 marks).

- a) Explain how Kenyan culture and subcultures affect marketing of consumer goods in local market.
(10 Marks)
- b) Based on behavioral variable of segmentation, describe the various possible market segments for the manufacturer of toothpaste.
(10 Marks)

Question three (20 marks)

- a) With an organization of your choice ,explain the concept of branding and its relevance to product positioning
(10 marks)
- b) Using the service organization of your choice, illustrate how the unique characteristic of services affect its marketing activities.
(10 marks)

Question four (20 marks)

- a) Explain the various product mix pricing strategies available for a businesses in highly competitive industry
(10 marks)
- b) Explain why understanding the life motivators of the youth is becoming increasingly important to marketers globally
(6 marks)
- c) Outline the four levels of competition based on the degree of product substitutability.
(4 marks)

Question five (20 marks)

- a) With Kenya Breweries Co. LTD as case example discuss the concept :
- i) product mix
 - ii) product line
- (10 marks)
- b) With examples, explain briefly the psychological factors that influence consumer behavior.
- (10 marks)