



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND TRADE

KBT 514: MARKETING STRATEGIES

DATE: Wednesday, 30th March, 2011

TIME: 2.00 p.m. – 5.00 p.m.

INSTRUCTIONS:

Answer question **ONE** and **THREE** others.

1.
 - a) Discuss the concept ‘target group’ as used in marketing. (5 marks)
 - b) Analyze the principles of a marketing concept and the process of making one. (5 marks)
 - c) Analyze the importance of marketing research in business. (5 marks)
 - d) Expound on the need for rebranding of old products. (5 marks)
2.
 - i) Discuss the need for evaluating market opportunities for an ongoing business. (7 marks)
 - ii) Analyze the broad techniques of evaluating market opportunities (8 marks)
3. Discuss the major parts of a basic Strategic Marketing Plan (15 marks)
4.
 - i) By using specific examples, discuss the importance of positioning a product. (6 marks)
 - ii) Expound on the basic strategies of product positioning (9 marks)
5. Discuss how external marketing environment can affect sales of agricultural products. Cite examples in the recent past. (15 marks)
6.
 - i) Discuss the rising importance of e-commerce. (5 marks)
 - ii) Expound on the basic aspects of e-commerce. (10 marks)