



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

INSTITUTIONAL BASED PROGRAMME (IBP) – DECEMBER SESSION

EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN AGRIBUSINESS
MANAGEMENT

KBT 514: MARKETING STRATEGIES

DATE: WEDNESDAY, 2ND MAY 2012

TIME: 9.00 A.M – 12.00 NOON

INSTRUCTIONS: ANSWER QUESTIONS 1 and ANY other Three

- 1 a) Explain the marketing concept and the rationale for agribusiness managers to pursue this concept (5 marks)
b) Explain the functions performed by agribusiness marketers (5 marks)
c) Explain the components of the marketing environment and how they affect agri-marketing strategy (5 marks)
d) Discuss the ethical responsibilities of marketers (5 marks)
e) Explain how marketing research help agribusiness managers make better decisions (5 marks)
- 2 a) Explain the steps in the development process for new products (5 marks)
b) What are the roles of price and value in the marketing mix (5 marks)
c) You are the new strategy manager in an agribusiness firm. Explain how you would arrive at the price of a new product for the firm (5 marks)
- 3 a) You are invited by Kongoni Ltd., an agribusiness firm in Thika to assist the company understand its competitors. Explain a clear methodology on how you would analyze the company's competitors (8 marks)
b) Explain the process of reaction of existing businesses to the entry of a new competitor who comes to the market, say, using a low price strategy for similar products (7 marks)
- 4 a) Discuss the sources of conflicts among players in an agribusiness distribution chain (5 marks)
b) How can such conflicts be resolved? (5 marks)
c) How do marketers use sales promotions to create immediate responses? (5 marks)
- 5 How do marketers influence the way consumers think, feel, and act? (15 marks)
- 6 Using a relevant example explain the relevant marketing strategies applicable in the different Stages of the Product Life Cycle (15 marks)