



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2018/2019

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS
IN ADMINISTRATION

BBA 840: MARKETING MANAGEMENT

DATE: Monday, 1st April 2019

TIME: 5.30pm - 8.30pm

INSTRUCTIONS:

Answer question ONE and any other THREE questions.

The integrated components used by Coca Cola employed a mass media methodology which included television advertising, print media and banner ads. The approach utilized a marketing mix of advertising, direct marketing, as well as web based interactive and social media marketing and sales promotion.

Coca Cola advertising has historically been among the most prolific in the marketing history. The various ad campaigns through the company's one hundred twenty nine year history have often had a major impact on culture and society, including a hit song which received airplay on popular radio stations in 1971. The logo and bottle designs are immediately recognizable throughout the world, and are integral to brand's image and recognition in the market place (Wikipedia, 2015). In the southern U.S. the beverage is so pervasive that all soft drinks typically referred to variously as soda, pop or soda pop, are called coke. Coca cola has repeatedly been ranked as the number one soft drink in the world as a direct result of their aggressive advertising campaigns and was even the first soft drink consumed by astronauts in space.

Direct marketing efforts by Coca Cola are myriad. The devices operated incorporate vendor company partnerships designed for exclusivity, i.e. restaurants and movie theatres only offer Coke products, eliminating any direct competition. They sponsor sporting events via use of the company, e.g. baseball fields, again offering attendant consumers the brand's products solely. This allows for one on one sales to important clients in especially reserved seating areas.

Mobile marketing endeavors send out text messages in an attempt to personalize promotions, and viral marketing exertions rely heavily on word-of-mouth communication from brand loyalists.

Web based and social media marketing campaigns constitute industry benchmarks. Because the brand is so universally recognized throughout the world, little if any audience building is necessary. Fun number over eighty six million across social media channels engaged by the brand. Differing tactics are provided on individual social networking sites, yet a consistently unified message is upheld, crowd-sourced content as well as direct engagement are hall marks of coca cola's social media marketing. We based interactive marketing is focused on design and functionality, relying on banners, video and public relations. New products, online games, and social, cultural and sporting events are the focus of the Coca Cola Website content (Darakeva, 2013). Coca Cola's commitment to a campaign of audience engagement throughout their online marketing crusades is well recognized.

Sales promotion for coca Cola is aimed at two strategies, retail and food service. Retail efforts are directed towards company partnerships, direct store delivery and point of sale (POS) techniques. Reliance on exclusive company partnerships wherein restaurants only offer Coke products eliminates competition. Direct store delivery is a crucial link in the value chain, and offers mobile advertising with bright red delivery trucks emblazoned with the brand logo. OPS displays include brand specific coolers for in-store sales along with vending machines which carry Coke products. Food service activities emphasize coke products in food pairings, menu optimization, and specialty beverages. Meals comprised of convenience foods such as hamburgers, hot dogs, French fries, etc., are often supplemented by the suggestion of Coke products for accompaniment. Such foods may be accompanied with coca cola brand drinks for menu optimization, which may include specialty beverages such as Diet Coke, Cherry Coke and others.

QUESTION ONE

- a) An integrated marketing communication plan is an inside-out method that aims to unify the company's brands message across all communication channels and departments. In ensuring that Coca Cola message is working effectively, they need a powerful and consistent messaging, discuss five strategies that can be employed by coca cola in integrated marketing communication in the case study above. (10 marks)

- b) For coca cola to achieve tremendous results in marketing, they require a comprehensive marketing plan discuss the components that coca cola should include in the marketing plan. (10 marks)
- c) What considerations should coca cola bear in mind in their social media marketing campaigns. (10 marks)

QUESTION TWO

Market positioning is the manipulation of a brand or family of brands to create a positive perception in the eyes of the public. Discuss the five main positioning strategies used in Safaricom Telecommunication Company. (10 marks)

QUESTION THREE

The reason for using marketing decision support systems is because it helps to support the software vendors planning strategy for marketing products. Discuss the different classification of market information systems. (10 marks)

QUESTION FOUR

The product levels help in defining a product in a better manner. A product can be divided into different levels which are a series of different features and benefits that help in segmentation, targeting and positioning, pricing and promotion etc. with an aid of a diagram discuss the different levels of product used in the mobile technology industry. (10 marks)

QUESTION FIVE

Pricing objectives refer to the goal/aims an organization wants to achieve through pricing. Discuss the pricing objectives that are pursued in the milk industry in Kenya providing relevant examples. (10 marks)