



# KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2018/2019

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION

**BBA 848: MARKETING SEMINAR**

DATE: Monday, 1<sup>st</sup> April 2019

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

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**INSTRUCTIONS:**

**ANSWER QUESTIONS ONE AND ANY OTHER THREE**

**QUESTION ONE**

**Supermarkets Face Competition in Kenya**

Development of shopping mall in Nairobi City County has increased rapidly in the recent past posing a challenging business environment. Due to stiff competition from shopping malls either in the same or different regions, managers are under pressure to modify their strategies so that they are not easily eroded or being imitated by the existing or potential. Shoprite is a new entrant into the Kenyan market and will be fighting for market share with among others Naivas, Tuskys, Game store and Quick Matt.

- (a) According to Kimani, *et.al.* (2012); Shoppers Perception of Retail Service Quality, *Journal of Business Management* Vol 3 No.1, discuss the various factors influencing choice of supermarkets. (15 marks)
- (b) From the findings of Mithamo *et.al* (2015) An Analysis of Challenges Facing Major Supermarkets that Emanate From the Changing Environment: A Case of Kenyan Large Cities discuss the various strategies adopted by supermarkets to remain competitive. (15 marks)

**QUESTION TWO**

Discuss the variables that influence Brand Equity as conceptualised by Sasmita, J., & Mohd Suki, N. (2015). (10 marks)

### **QUESTION THREE**

Explain in detail the Marketing strategy formulation in the context of market places/space according to El-Ansay (2006). (10 marks)

### **QUESTION FOUR**

Discuss the framework for Managing Customer Value in Online News Channel Relationship as enumerated by Kukkonen (2018). (10 marks)

### **QUESTION FIVE**

Discuss what is social Marketing according to McDermott, L., Stead, M., & Hastings, G. (2005). (10 marks)