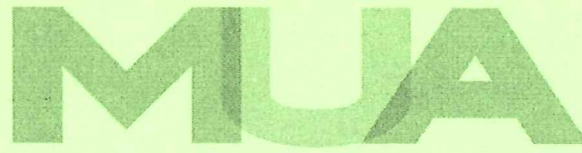


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP**

**MKT 200:    MARKETING MANAGEMENT**

**DATE:        29<sup>TH</sup> JULY 2024**

**DURATION: 2 HOURS  
MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

## QUESTION ONE

**Read the Case Study below carefully and, answer the questions that follow:**

Since 2007, the leading mobile operator in Kenya, Safaricom launched one of the most successful implementations of a mobile money transfer service, M-PESA. The product is called M-PESA since "Pesa" is the Swahili word for money and the "M" is for mobile. The service has grown rapidly since launch, and is currently used by over 8 million subscribers. M-PESA is a SMS-based system that enables users to deposit, send, and withdraw funds using their mobile phone. Customers do not need to have a bank account and can transact at any of the country's over 11,000 agent outlets. Registration and deposits are free and most other transactions are priced based on a tiered structure to allow even the poorest users to be able to use the system at a reasonable cost. Transaction values are typically small, ranging from USD 5 to USD 30.

M-PESA was the first product of its kind to be introduced in Kenya and is generally viewed as a successful implementation that should be used as a model for other developing countries. Company Information as of March 2009 Anchor Product or Products National remittance is the main product offering of M-PESA. Safaricom positioned the product as a fast, safe and easy way to 'send money home'. The service also enables airtime purchase, bill payment, ATM withdrawal and purchase of goods and services. Mobile Phone Penetration Medium - by the end of 2008, mobile penetration in Kenya was 39% or over 15 million subscribers. The subscriber base is expected to rise to 29.28 million, or 66.7 percent penetration, by year-end 2013. Literacy Levels High - literacy levels in Kenya are over 90% for males and over 80% for females. In Kenya, 83% of the population 15 years and older have access to mobile phone technology.

**Required:**

- a) Citing relevant examples, examine the marketing philosophy adopted by Safaricom (5 marks)
- b) Using examples and marketing knowledge on product decisions, explain two classes of products developed by Safaricom (6 marks)
- c) Argue how the company can adopt demographic market segmentation that in the market (6 marks)
- d) Explain how the company can benefit from Market planning in market (8 marks)

#### QUESTION TWO

- a) Examine the difference between market skimming pricing and market penetration pricing? (6 marks)
- b) Evaluate six factors a firm should consider in its distribution strategies (9 marks)

#### QUESTION THREE

- a) Compare and contrast product from service (5 marks)
- b) Examine five features of a business markets (10 marks)

#### QUESTION FOUR

- a) Differentiate personal selling from sales promotion (5 marks)
- b) Examine four forms of formulating a promotion budget (10 marks)

**QUESTION FIVE**

- a) Evaluate how marketing Environment affects companies marketing initiatives. (10 marks)
- b) Describe any two forms of product positioning (5 marks)

**QUESTION SIX**

- a) Evaluate four ethical issues in promotion (7 marks)
- b) Discuss the four objectives of pricing in an organization (8 marks)