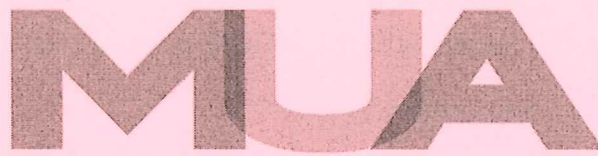


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/**  
**BACHELOR OF COMMERCE**

**BML 106/ BML 111/BCM 125/ MKT 241:**

**FUNDAMENTALS/PRINCIPLES OF  
MARKETING**

**DATE:**

**8<sup>TH</sup> APRIL 2025**

**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:

### A CASE OF TEMBO STORES

Internal departments and external agencies work in synergy according to an agreed plan "Personal Again" campaign was designed by GSP, which is Tembo's advertising agency since 2016. All previous campaigns were also handled by same agency. Although not much evidences about the extent of coordination of Tembo and GSP are provided in the case but because of this long period of relationship; mutual trust and understanding between both can be expected. Financial integration: efficient utilization of budget ensuring long-term investment optimization. Tembo used celebrities in its advertisement in order to emotional connect the public. Fill (2009) suggests that 'the physical attractiveness of the communicator, particularly if it is the source, contributes significantly to the effectiveness of persuasive communications'.

Celebrities from different field expressed how PC makes their lives easy. The identification of young people with celebrities encouraged the sales and reinforced customer loyalty. The brand value of Tembo increased 12% after the campaign. The celebrities enable the message to stand out among the clutter and noise that typify many markets. This concept was used by Tembo to persuade the sales and making the product more attractive to the target public through association with MV channel. However, Fill (2009) adverts there are two main concerns about the use of celebrities on campaigns. The first one is if the celebrity fit in the image of the brand and if they will be acceptable by the target audience. The other is that the public may remember the celebrity, but not the brand.

The use of celebrities and the creation of a realty show 'Meet or delete' on the campaign 'Computer is personal again' influenced the consumer behaviours as it motivate them to buy. There are several factors that can persuade a purchase such as personal, psychological and social influence and describe motive as 'energy giving a person's activities towards satisfying a need or where achieving a goal' (Dibb et al, 2001,). Shimp (2000) affirms that advertising may influence consumer to buy items **they may not need**. Tembo created awareness to young people by offering a PC not

as commodity, but as extension of person life. The 'buzz' generated by launching first videos on the internet and after in TV made consumer looking for more Knowledge about the product. However, the main goal of this campaign was to interact with consumers, which could be helpful in the post-purchase evaluation phase as customers could trust that Tembo would be there if they need anything.

Instead of creating a campaign to compete directly against Simba, Tembo could have done a public relation strategic planning. Smith (2002) explains that 'The purpose of advertising is not to build a brand, but to defend a brand once the brand has been built by other means, primarily public relation. A PR plan could identify and evaluate the organization viability and reputation, where a mutual beneficial relationship between company and consumer could be build, according to Smith (2002). The lack of market research and planning were the main problem of Tembo. By realizing a SWOT analysis, the company could have set clear objectives and develop a marketing and communication targets that would be the foundation for a strategic public relation plan. This plan would be beneficial to Tembo as company goal would be based on research and evaluation. Also, it would allow the Tembo to monitor the competitor as a point of reference.

**Required:**

- a) Explain three objectives of Tembo's advertising campaign (6 marks)
- b) Evaluate FIVE benefits of Tembo research campaign (7.5 marks)
- c) Argue any two distribution strategies that the Tembo can in its marketing strategies (4 Marks)
- d) Examine five benefits Tembo can have due to marketing planning (7.5 Marks)

**QUESTION TWO**

**Differentiate**

- a) Selling Philosophy from Marketing Philosophy in marketing (7 marks)
- b) Political environment from cultural environment (8 marks)

**QUESTION THREE**

- a) Explain the key contents of a marketing plan (7 Marks)
- b) Argue any four reasons that make companies engage in marketing (8 Marks)

**QUESTION FOUR**

- a) Argue two reasons for situational analysis in marketing (4 marks)
- b) Differentiate marketing research from marketing intelligence (4 marks)
- c) Explain seven Salient features of marketing research (7 marks)

**QUESTION FIVE**

- a) Discuss the stages of consumer buying process for a new product or service (10 marks)
- b) Examine five benefits of branding in a marketing firm (5 marks)

**QUESTION SIX**

- a) Explain the rationale for pricing in marketing (10 Marks)
- b) Assess five functions of intermediaries in distribution (5 marks)