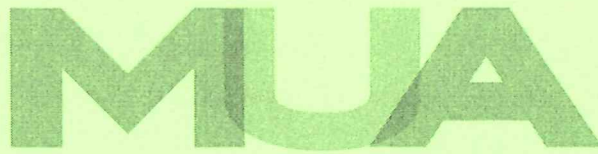


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/
BACHELOR OF COMMERCE

**BML 106/ BML 111/BCM 125: FUNDAMENTALS/PRINCIPLES OF
MARKETING**

DATE: 7TH AUGUST 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:

The Secret to Nike's Marketing Success: Exploring Their Marketing Mix

Nike is one of the world's largest and most recognizable athletic footwear and apparel companies. Over the years, they have implemented an effective marketing mix strategy to help them make informed business decisions and stay ahead of the competition.

Nike is constantly researching and developing new and innovative products to meet the needs and wants of its customers. They offer a wide range of products, including footwear, apparel, accessories, and equipment for a variety of sports and fitness activities. Nike's product strategy is focused on creating high-quality products that offer exceptional performance, comfort, and style.

Nike's pricing strategy is designed to reflect the high quality and premium nature of their products. They offer a range of prices for different products, but their pricing is generally higher than their competitors. Nike also uses a variety of pricing strategies, such as discounts, promotions, and limited-edition releases, to attract customers and drive sales.

Nike has a global distribution network, with retail stores and online e-commerce platforms in countries around the world. This allows them to reach a wide range of customers, regardless of location. Nike's distribution strategy is focused on making their products easily accessible to customers, while also maximising the exposure and visibility of their brand.

Nike's promotion strategy is focused on creating strong, emotional connections with their customers through advertising, sponsorships, and events. They use a variety of marketing channels, such as television, social media, and influencer marketing, to reach their target audience and build brand awareness.

Nike's promotional campaigns often feature high-profile athletes, celebrities, and influencers, which helps to further increase the reach and impact of their marketing efforts.

Each element of the marketing mix is designed to work together to support Nike's overall business goals. For example, the high quality of their products is reflected in their pricing strategy, which helps to reinforce the premium nature of their brand. Similarly, the distribution network helps to make their products accessible to customers, while their promotion strategy helps to create emotional connections with those customers and build brand awareness.

Ultimately, Nike's marketing mix strategy is a key factor in their ongoing success as a company. By carefully considering each element of the marketing mix, they can make informed business decisions that help them stay ahead of the competition and

meet the needs of their customers. Whether you're a marketer, entrepreneur, or simply interested in business, it's worth taking a closer look at Nike's marketing mix to learn from their success and gain insights into how you can implement a similar strategy in your own business.

Required:

- a) Describe four (4) marketing concepts as practiced by Nike in the case study above (8 Marks)
- b) Discuss four(4) benefits of marketing explored by this organization (8 Marks)
- c) Assess any three(3) objectives of promotion pursued by Nike in the case above (9 Marks)

QUESTION TWO

- a) Discuss the nature and importance of marketing management (5 Marks)
- b) The marketing environment refers to all internal and external factors, which directly or indirectly influence the organization's decisions related to marketing activities. Explain five components of micro environment that affects marketing (10 Marks)

QUESTION THREE

- a) Describe four (4) approaches to market segmentation (4 Marks)
- b) Decision-making is a cognitive process that results in the selection of a course of action among several alternatives. When a consumer is faced with a purchase decision, they typically go through stages. Illustrate five (5) Stages of Consumer Buying/Decision Making Process (5 Marks)
- c) Marketing research is the process of collecting and analyzing data from consumers and competitors to help businesses explore who their target customer is and what they want from the brand. Explain any six (6) steps in the marketing research process (6 Marks)

QUESTION FOUR

- a) Elaborate four (4) product mix strategies dimensions that a firm may use to focus efforts and resources on the products **(8 Marks)**
- b) Discuss the factors to be considered when selecting a distribution channel **(7 Marks)**

QUESTION FIVE

- a) As opposed to products which are tangible, services are not. Highlight the unique characteristic of services **(10 Marks)**
- b) Outline five (5) role of promoting products and services by an organization **(5 Marks)**

QUESTION SIX

- a) Highlight four(4) roles of pricing in marketing **(4 Marks)**
- b) Differentiate selective from exclusive distribution strategies **(3 Marks)**
- c) Examine four benefits of marketing research to an organization **(8 Marks)**