

The
Management
University
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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF MASTER OF BUSINESS ADMINISTRATION/
MASTER OF MANAGEMENT AND LEADERSHIP

MBA 502/MKT 508 : MARKETING MANAGEMENT

DATE: 7TH APRIL 2026

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 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:

SAMSIN

Our SAMSIN case study starts with the day Samuel Joseph returned to the firm and was the starting point that transformed SAMSIN into one of the most admired product brands. Samuel Joseph recognized that consumers were frustrated by how all the other technology brands designed their products in a lab without any thought for the consumer. Samuel Joseph made the most significant contribution to SAMSIN in how he pushed the brand to start with the consumer experience and then work back to the technology. The brand strategy that we see today builds everything around the brand idea of "SAMSIN makes technology so simple that everyone can be part of the future." Then, we witnessed the most incredible decade that any company has ever seen, with Brand launching iTV, iRadio, iJournal, and the iCamera.

Our SAMSIN case study will teach plenty of lessons for using a brand idea to inspire and steer everyone who works on the brand. At every step of the brand strategy, we will provide a link to click on and learn how the process can work on your brand. Our Apple case study will show how to come up with SAMSIN brand Vision, brand mission statement, and brand grand plan. Then, I will show how they stretch their "simplicity" brand idea across their company. Everyone who works behind the scenes knows their role in delivering simplicity.

Simplicity drives all SAMSIN advertising. Even back in the 1990s, SAMSIN started with "technology for the rest of us" when they took on the competition. And, they continued that attack with "I'm a TV" ads that took on Chrome. Simplicity drives SAMSIN innovation. The beauty of SAMSIN is how they take complex technology and simplify it so consumers can do more with its products. The SAMSIN brand strategy even drives their retail stores. Their brand public relations help answer

technology questions. They allow consumers to play with their products. The company sales people are trained to avoid “vague speak.”

Required:

- a) In your own opinion from the case, which marketing philosophy is being used by the SAMSIN?
(5 marks)
- b) Using the case study explain three advantages of such approach
(9 marks)
- c) Explain the best strategy for distribution from the case study **(6 marks)**
- d) Assess how consumer behaviour can influence the company **(6 marks)**
- e) Discuss three benefits of marketing research for the brand
(4 marks)

QUESTION TWO

- a) Daima dairies have consulted you for the distribution of its Yoghurt, prescribe four forms of marketing intermediaries it can use
(8 marks)
- b) Examine the rationale of environmental scanning in today's marketing
(7 marks)

QUESTION THREE

- a) Using relevant local examples, discuss four benefits of pricing **(8 marks)**
- b) Describe three reasons for using advertising in your promotion
(7 marks)

QUESTION FOUR

a) NYUKI honey has drastically failed to capture the market despite many attempts, examine four reasons why the firm is failing

(8 Marks)

b) As a student of marketing examine the concept of market segmentation and its relevancy

(7 marks)