

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

MBA 502/MKT 508 : MARKETING MANAGEMENT

DATE: 30TH JULY 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:

CASE STUDY: CRISIS COMMUNICATION

Crisis communication involves the technologies, systems, and protocols that enable an organization to efficiently communicate during a crisis. This strategic communication function is designed to mitigate damage to the organization's reputation by asserting control in situations that could potentially be chaotic and damaging. When communicators ensure consistent messaging, manage stakeholder expectations and maintain trust through transparency and prompt updates, effective crisis communication plays a critical role in mitigating damage.

In a crisis, internal communications are not just about damage control—they're about safeguarding your organization's most valuable asset: its people. Knowing what to do—and what to avoid—when managing an internal communications crisis can make all the difference in how your organization emerges on the other side. As an internal communicator, your responsibilities go beyond fostering engagement and connection. You must also be prepared to respond swiftly and effectively when disaster strikes, demonstrating the importance of internal communications. Clear, consistent, and empathetic communication is essential in guiding employees through the turmoil, and ensuring that everyone understands the organization's stance and next steps.

The following help create a comprehensive crisis communication plan template to navigate crises with transparency, speed, and accountability. To handle crisis communications, communicators should adhere to key principles outlined in a wide-range of crisis communication case studies:

Stay consistent with your message: Every message should align with the organization's overall narrative. For instance, if transparency is a priority, all internal updates should reflect this value, as seen in corporate crisis communication examples.

Practice what you preach: Deliver on promises. If safety measures are announced, promptly implement them to build trust—another common theme in many case study crisis communication examples.

Balance speed with accuracy: Timing is key in a crisis, but so is accuracy. Rather than rushing to communicate incomplete information, prioritize getting the facts right. For example, if there's an incident affecting operations, promptly acknowledge it, but follow up with detailed, accurate information as soon as it's available. Successful crisis communication plans balance both speed with accuracy to maintain credibility.

Lead with empathy: Recognize the emotional impact of a crisis on employees and tailor your communication to acknowledge their concerns. For instance, if layoffs are imminent, express understanding and support, offering resources like counseling or career transition services. Internal crisis communication examples show that addressing concerns compassionately can strengthen trust.

By following these principles, you can navigate crises more effectively and maintain the trust and confidence of your audiences. And, if you're looking for more on this front, internal communications best practices article can help.

Required:

- a) Assess the rationale of Crisis communication when providing services as a marketer

(6 marks)

- b) From the case, examine three objectives of Communication in marketing

(6 marks)

- c) Services unlike products have specific characteristics, illustrate four unique features of insurance service that differentiate it from products **(8 marks)**

- d) From the case, examine any four forms of developing a communication budget

(10 marks)

QUESTION TWO

- a) Price is the only marketing mix that generates revenue.
Demonstrate four determinants of pricing in marketing

(8 marks)

- b) Place decisions are important for convenience to customers.
Differentiate between Intensive distribution from Exclusive distribution

(7 marks)

QUESTION THREE

- a) Goldstore have launched two products in the market. Examine five stages consumers will go through when adopting new products

(10 marks)

- b) We have business goods and consumer goods. Describe four classes of Consumer goods

(5 marks)

QUESTION FOUR

- a) Technological environment is key in marketing. Evaluate any four ways that Technology has affected marketing

(8 Marks)

- b) ABC has appointed you as a consultant for marketing research.
Examine four benefits of marketing research

(7 Marks)