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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – DECEMBER 2023

Semester: VI

552 MG63 MARKETING MANAGEMENT

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) Define Marketing Mix. **(2 Marks)**
b) Using the Marketing mix model explain how Indo Zambia Bank can use the marketing mix to reach out to its clients. **(6 Marks)**
c) Most of the Commercial banks in Zambia are affected by various environmental factors. Discuss the Micro and Macro factors that affect commercial banks. **(8 Marks)**
d) Briefly explain the Need for Strategic Planning. **(4 Marks)**
2. a) You have been appointed as the Agro Business Manager for ZAMSEED, Explain the Types of Marketing Research they can adopt as a company. **(10 Marks)**
b) Discuss in detail the Limitations of marketing Research. **(10 Marks)**
3. a) Write short notes on Sales forecasting. **(5 Marks)**
b) Briefly discuss the Forecasting techniques and methods. **(5 Marks)**
c) You have been appointed as INDO Bank sales manager. Explain the Factors that may affect the sales forecasting process for bank products. **(10 Marks)**
4. a) Discuss in detail the objectives of pricing. **(10 Marks)**
b) Write detailed notes on the following pricing strategies.
 - i) Market Skimming pricing **(5 Marks)**
 - ii) Market Penetration pricing **(3 Marks)**
 - iii) Product-bundle pricing **(2 Marks)**
5. a) Define Promotion. **(2 Marks)**
b) You are the marketing advisor for Parmalat Zambia. Explain the importance of promoting their milk products. **(8 Marks)**
c) Explain the significance of advertising. **(10 Marks)**

6. a) State the meaning of commodity approach. **(2 Marks)**
- b) Discuss the different approaches in the study of Marketing. **(8 Marks)**
- c) Discuss in detail the importance of strategic marketing planning to any insurance of your choice in Zambia. **(6 Marks)**
- d) What's the relevance of Situation Analysis? **(4 Marks)**
7. a) Define Product life cycle. **(2 Marks)**
- b) Trade Kings Zambia plans to introduce a new beverage drink. Discuss the Stages of Product Life Cycle use the use of a diagram. **(10 Marks)**
- c) Discuss the advantages of Branding products of any company of your choice. **(8 Marks)**