



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATIONS APRIL - 2015

EXAMINATIONS FOR THE BACHELOR OF DISASTER MANAGEMENT
(BDM YEAR II SEM I)

UNIT CODE: HCOB 2318

UNIT TITLE: MARKETING ENVIRONMENT

DATE: APRIL, 2015

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- i. Hekima College was recently highlighted by an expose in The TruthTv over allegations of academic malpractices. Whereas the college management was at pains to defend themselves, its staff admitted the wrong citing poor remuneration and poor working conditions. Some students however went on rampage, storming The TruthTv premises for defamation and found themselves on the wrong side of the law where they were as guilty as charged and they paid hefty fines. As a reaction of the expose', the ministry of education set up a taskforce to investigate the allegations and give recommendation for action while the most of the parents are on record having withdrawn their children from the college.
- (a) From the above extract, identify thee(3) publics and explain the impact of their action (6 Marks)
 - (b) Identify two members of the firms external environment and justify your reasons (4 Marks)
 - (c) In the above circumstance, advice its management on any five ways that they may use to redeem their image (10 Marks)
- ii. Peter, a marketing expert who recently was appointed by Maziwa Dairy firm dealing with variety of Dairy product is struggling with stiff completion in the industry. Using porters model, explain strategies that Peter will employ to remain competitive (10 Marks)

QUESTION TWO

Marketing intermediaries are key players in the firm's remote internal environment. Identify any three intermediaries and highlight the roles that each play. (12 Marks)

- (a) Resellers – Are distribution channel firms that help the company find customers e.g. wholesalers, distributors, retailers (Nakumatt, Uchumi, Tusksys). These organizations often have enough monopsony power to dictate terms or even shut the manufacturer out of large markets.
- (b) Physical distribution firms (transporters) – Are firms that help the company move its goods from the point of manufacturer to the final consumers. The marketer must balance factors like costs, delivery time and safety.
- (c) Marketing service agencies – Are research firms (Steadman Group), advertising agencies, (Adopt A Light, Eagles Outdoor, Monier Outdoor, The Scann Group), media houses (Nation, Standard, Royal Media, KBC) and marketing consultants. Such firm's help the company promote and target its products to the right markets.

QUESTION THREE

Marketers must understand the types of customer markets if they are to meet their needs or wants effectively. Describe the five types of customer markets (20 Marks)

QUESTION FOUR

Discuss five challenges that globalization poses to the marketing environment and suggest ways that marketers should address them. (20 Marks)

QUESTION FIVE

The Kenyan market is facing turbulence ranging from price instability, changes legal framework among others. As a manager of a marketing firm in Kenya, suggest five ways that your firm will overcome the above challenges (20 Marks)