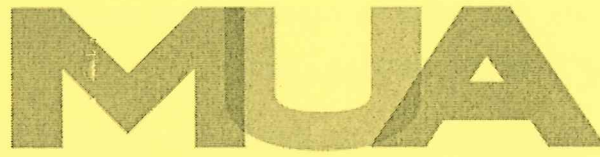


The
Management
University
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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF MASTER OF BUSINESS ADMINISTRATION/
MASTER OF MANAGEMENT AND LEADERSHIP

MBA 502/MKT 508 : MARKETING MANAGEMENT

DATE: 4th April 2022

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:

A CASE OF JUBILEE INSURANCE

Jubilee Insurance Ltd, was established as the first incorporated Insurance Company based in Mombasa in August 1937. We have since spread our wings and sphere of influence as the No. 1 Insurance Company in the region with offices in Kenya, Uganda, Tanzania, Burundi and Mauritius and are recognised as the largest Composite Insurer in East Africa with over 450,000 clients.

it is listed in the Nairobi Securities Exchange, Dar e Salaam Stock Exchange and the Uganda Securities Exchange having been rated highly on Leadership, Quality and Risk Management and awarded AA- rating in Kenya & Uganda and an A+ in Tanzania.

On May 04, 2021, Allianz became the majority shareholder in Jubilee General Insurance Limited in Kenya, acquiring a 66% stake in the company evidenced by 1,522,622 ordinary shares from JHL.

Jubilee General Insurance Limited in Kenya will be renamed to reflect the two brands.

All the contracts issued by Jubilee General Insurance Limited Kenya remain valid.

We will leverage the global expertise and capacity of the Allianz Group with Jubilee Insurance's deep local knowledge and extensive networks to bring international best practices to our customers.

The Jubilee Insurance Company of Kenya that has made the strategic decision to invest intentionally in the development of a coaching culture through a three-phased leadership development programme. Jubilee Kenya's leadership is determined to cultivate a coaching culture that will enhance employee productivity and commitment, and contribute to business performance.

Commenting on the case study, Emily Kamunder-Osoro, the Group Head of Human Resources said: "My vision for the organisation is to grow and develop our managers

into transformation leaders who will shape the future of our company. I look forward to implementing Phase 3 of our leadership development programme in 2016 which will see our managers gain hands-on coaching skills and eventually identify a pool of internal coaches that will enable us embed a coaching culture across the organization.”

Leaders in the financial sector are under constant pressure and scrutiny to ensure the sustainability and profitability of their institutions. Executive coaching is fast becoming a critical tool globally to support leaders to achieve impact on business performance. Executive coaching is the delivery of structured one-to-one support, usually by conversation, by professional Executive Coaches to enable leaders to achieve specific organisational or leadership objectives over a defined period; and it closes the gap between potential and performance and enables the individual to optimise their contribution to the organisation.

Required:

- a) Highlight the rationale of promoting a well-known product like Jubilee insurance (6marks)
- b) Discuss four objectives of public relations in an insurance company like jubilee (4marks)
- c) Explain any five bases that jubilee insurance can adopt in segmenting its market (10marks)
- d) Services unlike products have specific characteristics, explain five unique features of insurance service that differentiate it from products (10marks)

QUESTION TWO

- a) Compare and contrast Promotional pricing from Personal selling (7marks)
- b) Differentiate Marketing research from marketing intelligence (8marks)

QUESTION THREE

- a) Compare and Contrast consumer products and industrial products (5marks)
- b) Examine societal marketing concept (3marks).

- c) Assess the relevance of Microenvironment in marketing management
(3marks).
- d) Argue the rationale of consumer behaviour in marketing management
(4marks).

QUESTION FOUR

- a) Evaluate any four objectives of sales promotion (9Marks)
- b) Differentiate Dealers from agents in distribution (6Marks)