

The
Management
University
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA IN MANAGEMENT AND LEADERSHIP

DML 105 : INTRODUCTION TO MARKETING

DATE: 29TH MARCH 2022

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 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:

HAND-TO- HAND AGAINST PALM

An electronics and personal computing firm has been watching closely the success of the Palm Pilot and seeks to introduce a competitive device, beta named 'Organize my Life!' or OML for short. The OML marketing manager has gathered some intelligence on the Palm Inc. sales and believes that, for all its success, some potential markets are being underserved. Hand -held personal digital assistants (PDA) were introduced unsuccessfully at first by Apple in 1993. Some analysts argue that the Newton, Apple's market offering, was not clearly positioned to the consumers; others argue that it was simply ahead of its time. 3Com's Palm Computing focused the PDA, limiting its functionality to calendars and appointments, contact directory information, and to-do-lists so as to convey its technological benefits more clearly to the potential user. In only five years, Palm achieved more than two thirds of the global market to support this claim. Over 5.5 million devices have been sold, and the sales continue to show strong growth (sales are expected to reach 13 million in the next two years.)

Competitors offer Internet access, including wireless variants, but the OML group has data that indicate only 17% of PDA users would pay extra for this feature- these users already have PC Internet access and view the PDA's access version as redundant, and worse, likely to be slow. OML is considering conducting research to investigate whether other features, such as voice recognition capabilities, stereo quality sound systems for downloading music, video and digital photographic abilities, and global positioning mapping ('u r here') software would be valued.

In addition to seeking data on features, OML is considering the attractiveness of this technology to another segment. Its data indicate that the typical Palm Pilot user is a male, in his early 40s, college educated, and a white collar professional with a relatively high income. OML is interested in serving the university student market. An important concern is that a typical student has fewer discretionary funds than the current PDA purchaser profile. Thus OML marketing discussions revolve around questions like these: what is the price beyond which students would be less inclined to purchase this device? If the device were priced at say \$299 or less, which features would be prohibitive to continue to offer? What are students' priorities in terms of the functions and features they would like to see bundled into the PDA? Would the benefits sought depend on whether this device were targeted to undergraduates 'in general' compared with engineering and computer science students and compared with MBA graduate students? How do we choose the features to offer and the segments to target?

Required:

- a) Explain the **Five** steps of marketing research that OML marketing manager have to carry out in order to roll out the technology service to university student market. (10marks)
- b) In relation to the case, discuss **FIVE** advantages of using secondary sources of data to the researchers. (10 marks)
- c) Describe to the marketing manager at least **THREE** different types of primary data he may need to collect (6 marks)
- d) Differentiate between marketing research and market research. (4 marks)

QUESTION TWO

- a) Explain the environmental factors that a marketing-manager should consider before entering the market. (5 marks)
- b) According to Everett Rogers, adopting of a new product goes through **FIVE** stages. Explain the stages involved. (5marks)

QUESTION THREE

- a) XYZ Company a new established shoe company intends to segment its market on demographic bases. Outline at least **FIVE** variables that the firm may consider in carrying out this exercise. **(5marks)**
- b) A marketing director is planning to launch a product, which is claimed to be of superior quality to the existing products, into a competitive but growing market. What factors should she bear in mind when setting the price? **(5marks)**

QUESTION FOUR

- a) Identify and discuss any **TWO** marketing philosophies. **(4 marks)**
- b) Outline **SIX** reasons why marketers should understand consumer behaviour **(6marks)**

QUESTION FIVE

- a) Describe any **FOUR** consumer sales promotional tools that a marketer can use to promote his products **(8 Marks)**
- b) Define the term Marketing Information System as used in marketing management **(2Marks)**

QUESTION SIX

Describe **FIVE** functions that marketing intermediaries perform for manufacturers **(10 Marks)**