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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
MASTER IN BUSINESS ADMINISTRATION

Date: 19th April, 2024
Time: 2.00pm –5.00pm

KMA 3109 - MARKETING MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER THREE QUESTIONS

QUESTION ONE (40 MARKS)

CASE STUDY: COCA COLA COMPANY

Coca-Cola was invented in 1886 by Dr. John Pemberton in Atlanta, Georgia, USA. Originally marketed as a medicinal tonic, Coca-Cola soon became a popular beverage known for its unique flavor and refreshing qualities. Over the years, Coca-Cola Company has grown into one of the world's most iconic brands, with a presence in over 200 countries and a diverse portfolio of beverages, including Coca-Cola, Diet Coke, Sprite, Fanta, and many others. Coca-Cola offers a wide range of beverages catering to different tastes, preferences and occasions, including carbonated soft drinks, juices, water, sports drinks, and ready-to-drink teas and coffees. Coca Cola is continuously innovating and introducing new products to meet changing consumer preferences and trends, such as Coca-Cola Zero Sugar, flavored variations like Coca-Cola Cherry, and healthier options like Dasani Sparkling water. The company has extended the Coca-Cola brand into related categories and product lines, such as Coca-Cola Energy, Coca-Cola Signature Mixers and Coca-Cola Freestyle dispensers, to expand market reach and appeal to diverse consumer segments. Coca-Cola employs a variety of promotional tactics across multiple channels, including advertising (TV, print, digital), sponsorships, experiential marketing, point-of-sale materials, and social media, to build brand awareness, drive engagement and stimulate purchase.

Leveraging emotional storytelling and iconic advertising campaigns, such as "Share a Coke" and "Open Happiness," to create emotional connections with consumers and reinforce brand loyalty. Collaborating with celebrities, influencers, sports teams, and other brands to create co-branded promotions and marketing campaigns that extend the reach and appeal of Coca-Cola beverages. Coca-Cola maintains an extensive global distribution network comprising bottling partners, distributors, retailers, and vending machines to ensure widespread availability of its products. Continuously optimizing distribution channels and routes to market to minimize costs, improve efficiency, and enhance customer service levels. Coca-Cola has tailored marketing strategies, product offerings, and communication messages to suit local cultures, preferences, and consumption habits in different international markets. The company has maintained a consistent brand image, positioning, and messaging across global markets to reinforce Coca-Cola's identity and values as a trusted and iconic brand worldwide. Coca-Cola is continuously seeking opportunities for market expansion and penetration in emerging markets, through strategic partnerships, acquisitions, and investments in distribution infrastructure and marketing initiatives.

Despite the marketing efforts of Coca-Cola, there are challenges in the industry. Addressing consumer concerns about the health implications of sugary beverages and responding to changing preferences for healthier alternatives. Navigating regulatory challenges related to advertising, labeling, packaging, and taxation of sugary beverages in different countries and jurisdictions. Facing intense competition from rival beverage companies, local brands, and alternative beverage categories, such as bottled water, energy drinks, and functional beverages. To navigate through these challenges, Coca Cola has developed positioning strategies. Positioning Coca-Cola beverages as sources of happiness, refreshment, and enjoyment for consumers, fostering emotional connections and positive associations with the brand. Emphasizing Coca-Cola's universal appeal and iconic status as a cultural icon that transcends geographical, cultural, and demographic boundaries. Reinforcing Coca-Cola's reputation for quality, consistency, and trustworthiness as a leading beverage manufacturer with a heritage of over 100 years.

Required:

With reference to the above case study;

- a) Suggest promotional tactics Coca Cola company is embracing across multiple channels. (8 Marks)
- b) Examine benefits attributed to Coca Cola company for integrating new technologies in service delivery (8 Marks)
- c) Advise Coca Cola on factors that marketing managers are required to consider before segmenting the market (8 Marks)
- d) Describe positioning strategies Coca Cola is using to outsmart its competitors. (8 Marks)
- e) Examine macro environmental factors which may influence marketing strategies of Coca Cola company. (8 Marks)

QUESTION TWO (20 MARKS)

- a) Explain five marketing philosophies that guide marketing decisions of competitive organizations (5 Marks)
- b) Companies can inform, persuade and remind customers about new and existing products using various communication strategies. In light of this statement, discuss five components of the integrated marketing communication (5 Marks)
- c) Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors. Suggest five positioning dimensions competitive companies can embrace (5 Marks)
- d) The marketing environment is regarded to be dynamic but not static. Discuss factors which you think accelerate complexity of the marketing environment (5 Marks)

QUESTION THREE (20 MARKS)

- a) By the help of a diagram, discuss the various stages of the Product Life Cycle (5 Marks)
- b) Consumer buying is a systematic process. Illustrate the consumer buying process by citing appropriate examples for each stage (5 Marks)
- c) Examine the various methods used to collect primary data from consumers when conducting marketing research (5 Marks)
- d) Marketing strategies are embedded on the marketing mix elements. In view of this statement, outline the strategic marketing process (5 Marks)

QUESTION FOUR (20 MARKS)

- a) Global companies are dedicated in customizing products to fit the needs and wants of local and global consumers. In view of this statement, describe differences between domestic marketing and international marketing and point out benefits of international marketing
(5 Marks)
- b) Social marketing aims to maintain social good while commercial marketing aims to generate profits. In relation to this statement, discuss various areas where social marketing can be applied
(5 Marks)
- c) Economic stability can facilitate marketing activities. In light of this statement, suggest ways the government of Kenya can promote economic stability
(5 Marks)
- d) Segmentation strategy is one of the strategies preferred by strategic companies. Describe benefits of segmentation strategy to modern companies
(5 Marks)

QUESTION FIVE (20 MARKS)

- a) Market intermediaries are regarded as individual or companies that link producers and consumers. In view of this statement, discuss the various functions performed by the intermediaries in the chain of distribution
(5 Marks)
- b) Modern marketing is preferred as compared to traditional marketing. Examine five differences between traditional marketing and modern marketing by using appropriate examples
(5 Marks)
- c) E-commerce has both benefits and challenges to modern companies. In view of this statement, examine limitation of e-commerce
(5 Marks)
- d) International marketing can be challenging if companies do not identify appropriate strategies. Discuss the various challenges of international marketing.
(5 Marks)