



PAN AFRICA CHRISTIAN UNIVERSITY

MASTERS OF ARTS IN LEADERSHIP

END OF SEMESTER EXAMINATION

**DEPARTMENT
LEADERSHIP**

**COURSE CODE
MAL 604**

COURSE TITLE

MISSION, MARKETING AND QUALITY

EXAM DATE

TIME:

Duration

3 hours

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question one which is compulsory in section A and any one question in section B (20 Marks)

SECTION A (Compulsory)

QUESTION ONE

Kenya Association of Manufacturers (KMA) is an is a registered body in Kenya comprising of organizations drawn from different sectors. During the 2020-2021 annual general meeting, marketing was noted as one of the contributing factors in the diminishing performance of companies that are affiliated to this body. To mitigate this problem, KMA has therefore organized a national conference for marketing teams drawn from their member organizations to be held in White Beach Hotel in Mombasa during the month of October 2022 where you have been invited as one of the guest speakers to handle the topic “Capitalizing on the major types of marketing”.

Requirements

- a) Drawing from your understanding of marketing, discuss the major types of marketing that the member organization can focus on to increase their customer base (6 marks)
- b) Discuss the link between marketing and strategic planning (4 marks)

SECTION B (Answer ONLY ONE Question from this section)

Question Two

Drawing from your experience and knowledge gained from mission and marketing course, analyze the marketing research process (10 marks).

Question Three

An understanding of consumer behavior is essential for the success and sustainability of organizations operating in the 21st century dynamic business environment. Discuss the consumer decision-making process using relevant examples (10 marks)

Question Four

A newly established Private University in Kenya has plans to open new branches in five countries in Africa in the next five years. But before then, it has engaged you as a consultant to advise on categories of market segmentation. Prepare your response. (10 marks).

End