



PAN AFRICA CHRISTIAN UNIVERSITY

MASTERS OF ARTS IN LEADERSHIP

END OF SEMESTER EXAMINATION

**DEPARTMENT
LEADERSHIP**

**COURSE CODE
MAL 604**

**COURSE TITLE
MISSION, MARKETING & QUALITY**

**EXAM DATE
May -August 2020**

**TIME
Duration
3 hours**

INSTRUCTIONS

- Read all questions carefully.
- ANSWER **Question ONE** and **one** question from **section B (20 Marks)**

SECTION 1 (Compulsory)

QUESTION ONE

The world is presently reeling from one of the worst economic crises of our times. People all over the world are generally reluctant to spend. Consequently, only the best of marketing approaches is going to bear fruit. Drawing from your understanding of the field of marketing and how it is practiced by organizations demonstrate how you can keep an organization afloat at a time like this. (10 marks)

SECTION 2 (Answer ONLY ONE Question from this section)

QUESTION TWO

Appreciate Examine the tools, techniques and frameworks/models that are used in market analysis and planning. (10 marks).

QUESTION THREE

From our discussions in this course, engage the marketing discipline through the eyes of faith. (10 marks).

QUESTION FOUR

Develop a relevant marketing model to your organizational context or if not presently involved with an organization, choose one whose operations you are familiar with. (10 Marks)