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

New Ventures Limited is a new company that was registered in Kenya during the month of June 2024. The company, that intends to specialize in pharmaceutical products has plans to open branches in almost half of the Counties in Kenya before the end of the year. During their recent meeting attended by staff from the marketing department, it was agreed that the opening of the new branches should be preceded by a market research that should primarily focus on the factors that influences consumer behavior. Consequently, this company has contracted you to provide guidance of how the research should be conducted and the areas to be given priority. Using this information, answer the following questions.

Requirements

a) Drawing from your understanding of marketing, discuss three social factors that may affect consumer behavior in the different regions where the branches will be opened (6 marks)

b) While providing practical examples from an organizational context, describe two marketing influences that are likely to affect consumer behavior (4 marks).

SECTION B (Answer ONLY ONE Question from this section)

Question Two

Drawing from your experience and knowledge gained from the mission and marketing class, discuss the link that exists between marketing and strategic planning in an organizational setting (10 marks).

Question Three

An understanding of the marketing research process is is essential for the success and sustainability of organizations operating in today's dynamic business environment. Using relevant examples, analyze the marketing research process (10 marks)

Question Four

Using relevant examples, evaluate the various steps of market segmentation for a newly established manufacturer of consumer products (10 marks)

End