

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE

BCOM 426: MARKETING MANAGEMENT

STREAM:

TIME: 2 HRS

DAY: TUESDAY [2.30-4.30 P.M]

DATE: 16/04/2024

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



Instructions: Answer question ONE and any other TWO questions

Question ONE (Compulsory): Case Study: Fuji: Using Knowledge of Consumers to Snap Up Sales with New Photographic Equipment

Fuji Photo's development of the Advanced Photo System (APS) is a classic example of how a company makes use of the way their customers behave. As part of the APS Fuji target the advanced amateur when it introduced SmartFilm™. SmartFilm™ is housed in the unique APS cartridge. The APS is designed to make photography easier, more enjoyable and more exciting by allowing the photographer to switch in mid-roll from slide to print film. The SmartFilm™ comes in ISO 100, 200 and 400 speeds. The APS also allows the photographer to select between three different picture formats at any time; C (Classic with the same proportions as normal 35mm prints; H (HDTV with a wider view); and P (Panorama for extra wide landscapes). The latest extension of SmartFilm™ is Fujichrome 100ix Slide Film. The film produces slides imprinted with data and shooting information, such as frame title, shoot data (aperture and shutter speed), shoot date and time, film ID number, frame number and photofinisher's ID number. As an extension of its APS, the company introduced to the mass market in late 1996 a digital camera, the DS-7. The DS-7 has a built-in LCD screen and a 2 megabyte solid-state floppy disk card. It allows the photographer to store between 30 to 60 images and play them back on the camera's LCD monitor, a TV, or download the images to a PC. The disk card may be erased and reused. Fuji's Web site (<http://www.fujifilm.com>), provides information about Fujicolor Smart Film, Smart Cameras, Fujicolor Smart QuickSnaps, Smart Minilabs and Smart Imaging Devices. Also included on the site is a list of answers to the most frequently asked questions. Browsers may link to another page by clicking on a titled building or the Fujifilm blimp.

- a) Assess the benefits of Advanced Photo System (APS) Fuji for amateur customers **(10 marks)**
- b) Describe the services that were offered to customers through Fuji's Web site. Why do you think Fuji used its website to provide services to its customers? **(10marks)**
- c) How could Fuji anticipate any dissatisfaction associated with its Advanced Photo System and what should it do to reduce it? **(10marks)**

Question TWO

- a) Outline the evolution of marketing concepts and critically examine the factors considered in adopting a given orientation in the marketplace. **(10marks)**
- b) Some scholars argue that marketing is a cost activity that only ends up in escalating the costs of production for an organization. In light of this statement, discuss the potential demerits of marketing to the society. **(10marks)**



Question THREE

- a) Strategic marketing planning at corporate level involves planning for new business in order to grow the organization. In view of this, explain the Ansoff's product-growth strategies
(10marks)
- b) Explain the purpose of segmentation, targeting and positioning in the marketing of products and services
(10marks)

Question FOUR

- a) Marketing decisions are said to affect the overall performance of an organization. In view of this, explain the importance of having a marketing information system in an organization
(10marks)
- b) Examine the role of Vernon's product life cycle model in formulating product mix strategies
(10marks)

