



Riara School of Business
Nurturing business innovators

JANUARY – APRIL 2023, TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION (MARKETING
OPTION)
DAY PROGRAMME

RMK 406: MARKETING PLACES & NATIONS

DATE: 12TH APRIL 2023
HOURS

TIME: 2

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book

11. Fasten the supplementary pages to the inside back cover of this booklet.

QUESTION ONE: COMPULSORY (30 MARKS)

- a) Evaluate the tasks for each of the **THREE** levels of Place Marketing **(10 marks)**
- b) Assess **Five** external forces leading Kenya into trouble **(10 marks)**
- c) In brief clarify the meaning and importance/ application of the following terms in Marketing Kenya: **(10 marks)**
 - i) Industrial clusters **(2 marks)**
 - ii) Technology Parks **(2marks)**
 - iii) Diamond's model **(3marks)**
 - iv) Expanded P's of marketing **(3marks)**

QUESTION TWO: (20 MARKS)

- a) Place marketing means designing a place to satisfy the needs of its target markets. **Discuss** the **THREE** steps in Marketing Segmentation **(9 marks)**
- b) Assume you have been invited by the Tourism board of Kenya (KTB) to give a talk about branding Kenya through the Application of the **OCTAGON** model. Clarify the elements/comments you would include in your presentation **(11 marks).**

QUESTION THREE

- a) Discuss the steps in developing an Integrated Marketing Communication message to Market Kenya **(10 marks).**
- a) Discuss the **FOUR** components in Kenya's 2021-2025 (Vision 2030) Tourism Strategy including the enablers the nine initiatives **(10 marks).**

QUESTION FOUR (20 MARKS)

You have been hired by Kenya's Vision 2030 delivery secretariat to undertake a strategic Audit of this Nation and develop a feasible marketing plan. Discuss the key steps for application.

*****END*****