



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

SEPTEMBER –DECEMBER 2021

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

REGULAR/EVENING PROGRAMME

DLIS 119: MARKETING AND PUBLIC RELATIONS SKILLS

Date: DECEMBER 2021

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any TWO Questions

- Q1. If a business wants to be successful in the marketplace, it is necessary for them to fully understand what factors exert impact on the development of their company. Determine and clearly explain the internal and external environmental factors using a tool of your choice. **(20 Marks)**
- b) Name and describe the elements found in the marketing mix stating how each is used by marketers. **(10 Marks)**
- Q2. You are the Marketing Manager in Naivas Supermarket. The General Manager highlights the fact that luxury items have recently been slow moving. As the Marketing Manager, you know that consumer behaviour is affected by various factors. What would be your advice to the GM in regard to what could be influencing consumer behaviour in this market? **(10 Marks)**
- b) What is price in marketing mix? State **FIVE** objectives and **FIVE** strategies that are used in firms today. **(10 Marks)**
- Q3. An internal factor such as tasks and executions could be affecting your marketing outcome. Explain how this could occur. **(10 Marks)**
- b) Name and explain **FIVE** potential benefits a business may experience in adopting market segmentation. **(10 Marks)**

Q4. It is argued that every product goes through a product life cycle. Explain **FOUR** stages, giving examples of products that have had an effective product life cycle management. **(10 Marks)**

b) Explain why markets need to be ethical giving ways in which ethics can be applied. **(10**

Marks)

Q5. Your company is going through a crisis which is threatening to ensure brand damage for your firm, as the public relations officer mention steps that you could take in Minimizing damage to your company's image and then turning bad publicity to good. **(10 Marks)**

b) Name five skills that are important for a public relations officer working in public library. **(10 Marks)**

DTE DEC 2021

END