



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

MBA PROGRAMME

WRITTEN COMPREHENSIVE EXAMINATION: MARKETING MANAGEMENT

Date: FEBRUARY 2019

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other THREE Questions

- Q1. a) Distinguish between internal marketing and external marketing as you elaborate on five approaches that can be used to conduct each form of marketing **(20 Marks)**
- b) Elaborate on the steps involved in consumer purchase decision making process as you state the role of the marketer at each step **(10 Marks)**
- Q2. a) Describe five objectives that can be achieved through pricing. Two examples of firms that have used price to achieve each objective are required **(10 Marks)**
- b) Present a suitable marketing mix for a firm that sells services **(10 Marks)**
- Q3. a) Explain five strategies that can be adopted at the decline stage of a product life cycle **(10 Marks)**
- b) Discuss five key functions performed by marketing intermediaries **(10 Marks)**
- Q4. Elaborate on five forms of sales promotions and present five advantages and five disadvantages associated with sales promotions **(20 Marks)**
- Q5. a) Present ten reasons that make firms to engage in international marketing. Examples are required **(10 Marks)**
- b) Describe five advantages associated with direct marketing **(10 Marks)**