



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

## A. M. E. C. E. A MAIN EXAMINATION

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JANUARY – APRIL 2014 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 221: MARKETING MANAGEMENT

Date: APRIL 2014

Duration: 2 Hours

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Airtel is the market challenger in the communication industry. Discuss the strategies that they would use to gain a competitive advantage. **(12 marks)**
- b) Discuss the reasons for growth in direct marketing and the advantages that they can bring to an organization **(12 marks)**
- c) Explain the external environmental factors that a marketing manager needs to understand as they market their products. . **(8 marks)**
- Q2. Discuss in detail Ansoff's growth strategies and how a manager can use them to grow sales of their products. **(20 marks)**
- Q3. Discuss Michael Porter's competitive Generic strategies that marketers can use for achieving a firm's goals. **(20 marks)**
- Q4. a) Business markets differ significantly from consumer markets. Discuss. **(16 marks)**
- b) Explain using relevant examples the societal marketing concept. **(4 marks)**

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