



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2014 TRIMESTER

FACULTY OF COMMERCE

MBA- PROGRAMME

CMK 619: CASES IN MARKETING MANAGEMENT

Date: APRIL 2014

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any OTHER THREE Questions

Q1. XEROX

Xerox has had to become more than just a copier company. Now the blue – chip icon with the name that became a verb sports the broadest array of imaging products in world and dominates the market for high-end printing systems. And it's making a huge product line transition as it moves from the old light lens technology to digital systems. Xerox is preparing for a world in which most pages are printed in color (which, not incidentally, generates five times the revenue of black-and white). Besides revamping its machines, Xerox is beefing up sales by providing annuity – like products and services that are ordered again and again; document management, ink, and toners. It has even introduced the managed print-services business to help companies actually eliminate desktop printers and let employees share multifunction devices that copy, print, and fax. Once slow to respond to the emergence of Canon and the small-copier market, Xerox is doing everything it can to stay ahead of the game.

- a) Discuss the forces in the environment that have necessitated a shift in Xerox strategies. **(15 marks)**

- b) Discuss how political and economic forces can influence marketing strategies. **(15 marks)**
- Q2. Discuss the product strategies that Xerox is employing and how successful they are. **(20 marks)**
- Q3. Examine various pricing strategies that by Xerox can employ given the competitive nature of the industry. **(20 marks)**
- Q4. Propose a segmentation targeting and positioning strategy for Xerox in Nairobi, Kenya. **(20 marks)**
- Q5. Examine the use of branding as a competitive strategy. Do you think 'Xerox' has benefited from its strong brand name? **(20 marks)**

END