



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – JULY 2015 TRIMESTER

FACULTY OF COMMERCE

MBA REGULAR PROGRAMME

CMK 510: MARKETING MANAGEMENT

Date: JULY 2015

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

- Q1. a) With the help of relevant examples, explain how a marketer can segment a market using behavioral variables. **(15 marks)**
- b) Discuss FIVE types of demand and the marketing implications of each type. **(10 marks)**
- Q2. a) The strategies a marketer adopts depend on the stage of a product in the product life cycle. List and elaborate on four strategies that can be used in each stage. **(20 marks)**
- b) Briefly criticize the product life cycle concept. **(5 marks)**
- Q3. Explain how a marketer can manage political risks before they occur, during the life of the investment and after they have occurred. **(25 marks)**
- Q4. Your managing director has asked you for advice on how the firm can develop an effective communication program. Prepare for him a response bearing in mind the steps involved. **(25 marks)**
- Q5. Discuss the main factors considered in setting prices. Use relevant examples. **(25 marks)**

END