



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

**MAY – JULY 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CKD 071: FUNDAMENTALS OF MARKETING**

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**Date: JULY 2016**

**Duration: 2 Hours**

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

- Q1. a) Distinguish between marketing and selling giving examples. **(3 marks)**
- b) Discuss the marketing concept and explain why it is very important in today's marketing. **(6 marks)**
- c) Explain ways a marketer can segment his market giving examples. **(10 marks)**
- d) Price plays an important role in marketing. Explain when and why companies use skimming and penetration pricing. **(4 marks)**
- e) What other factors are taken into consideration when setting prices. **(7 marks)**
- Q2. a) Distinguish between advertising and advertising media and explain various benefits of advertising. **(10 marks)**
- b) Define market research and discuss the step involved in the marketing research process. **(10 marks)**
- Q3. a) Distribution structures are important in marketing. Explain FOUR levels of distribution channels structures. **(10 marks)**

- b) Explain the functions of marketing intermediaries and their importance to marketers. **(10 marks)**
- Q4. a) Explain the product life cycle giving strategies in each stage. **(10 marks)**
- b) Onyango has decided to buy a new car. Explain the decision making process that he will go through before buying the car. **(10 marks)**

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