



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

ODEL PROGRAMME

CMK 121: PRINCIPLES OF MARKETING

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Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Your managing director has asked you for information on how the advertising budget can be set. Provide him with the necessary information as you mention TWO advantages associated with each approach. **(10 marks)**
- b) Discuss how religion can affect marketing activities especially in a global context. **(10 marks)**
- c) Identify and briefly explain FOUR objectives that can be achieved by price. **(10 marks)**
- Q2. Elaborate on FIVE philosophies that can guide a business as it interacts with the market place. **(20 marks)**
- Q3. Given that change is a constant of life, firms must continually develop new product. Explain the steps you can follow to develop a new product for your firm. **(20 marks)**
- Q4. Briefly elaborate on the approaches that can be used to segment consumer markets. **(20 marks)**

END