



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 424: TOPICS IN MARKETING MANAGEMENT

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Explain why some firms adopt the societal marketing concept as opposed to other concepts **(10 Marks)**
- b) Ethics and corporate social responsibility are important aspects of marketing. Identify ten ethical issues and describe how marketers should deal with each of the issues **(20 Marks)**
- Q2. You have been asked to give a talk on niche marketing, especially what it is and its advantages as well as its disadvantages. Using suitable illustrations, prepare your presentation **(20 Marks)**
- Q3. An increasing number of firms are adopting green marketing strategies. Using relevant examples, explain ten factors that have led to the increase in green marketing **(20 Marks)**
- Q4. Global firms choose between standardizing or adapting their products to local conditions. Discuss five pros and five cons of standardization **(20 Marks)**

END