



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**AUGUST - DECEMBER 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR PROGRAMME**

**CMK 221: MARKETING MANAGEMENT**

**Date: DECEMBER 2016**

**Duration: 2 Hours**

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

- Q1. a) From a Social and managerial functions of marketing, evaluate the social responsibility concepts and give examples of organizations that have practiced or failed to practice them. **(10 marks)**
- b) Using examples, discuss the current trends in marketing and briefly explain how each has influenced marketing activities **(20 marks)**
- Q2. What strategies are the various universities in Kenya using to differentiate their service offerings? **(20 marks)**
- Q3. Internal analysis of a firm involves the analyses of its strengths and weaknesses relation to competitors. The aim is to establish the competitive advantage a company has in the market place. Internal analyses involve examining key competitive factors. Explain. **(20 marks)**
- Q4. a) Implementation addresses the questions of 'who, where, when, and how of strategy'? Explain using relevant examples **(4 marks)**
- b) What sets of skills do you think are needed in the implementation of marketing programs? **(16 marks)**

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