



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

EVENING PROGRAMME

CMK 221: MARKETING MANAGEMENT

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Some argue that the concept of marketing management is about managing markets. Show what you understand by the term marketing management. **(15 marks)**
- b) Segmentation, Targeting and Position (STP) decisions form the core of marketing management. To what extent do you agree with this opinion? **(15 marks)**
- c) The 21st century has witnessed the so-called 'digital revolution'. Explain how recent ICT developments have impacted the practice of marketing. **(15 marks)**
- d) Marketing theory has evolved over time since the 'production orientation' days of industrial revolution. Does the production concept hold any value in modern marketing strategy? **(15 marks)**
- Q2. Identify the two dominant market types and discuss the characteristics that set them apart (use relevant examples to reinforce your argument). **(20 marks)**
- Q3. Corporate brand management requires that all corporate functions perform marketing activities in one way or another. What distinct role, if any, does the marketing function play in modern corporations? **(20 marks)**

- Q4. McCarthy's taxonomy presents product, price, place and promotions as the four key factors that guide marketing decisions. Some opine that this taxonomy is inadequate in handling marketing challenges facing service firms. Give credit to this opinion and discuss other three decision factors would be helpful in the marketing of services. **(20 marks)**

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