



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

MBA REGULAR / EVENING PROGRAMME

CMK 510: MARKETING MANAGEMENT

Date: DECEMBER 2016

Duration: 3 Hours

INSTRUCTIONS: Answer ANY FOUR Questions

- Q1. A firm is a market leader, follower, challenger or nicher. Using an illustration of a firm known to you, discuss five strategies that market challengers follow. **(20 Marks)**
- Q2. 'The marketing manager is someone who is perceived as a demand stimulator for the organization's products'. To what extent do you agree with this statement? Use Kenyan examples to illustrate your answer. **(20 Marks)**
- Q3. Contemporary businesses are exposed to a wide variety of environmental concerns including some which are political in nature. Using suitable illustrations, identify ten types of political risks and explain how you can deal with them before they occur. **(20 Marks)**
- Q4. Managing the product life cycle is a key aspect of marketing. Identify a product or service of your choice and describe five strategies you will use at each stage of its product life cycle. **(20 Marks)**
- Q5. Price is a strong tool of achieving competitive advantage. Using suitable examples, discuss how you can use price to gain competitive advantage. **(20 Marks)**

END