



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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JANUARY – APRIL 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CKD 081: MARKETING ANALYSIS, PLANNING AND CONTROL

Date: APRIL 2018	Duration: 2 Hours
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INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions
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- Q1. a) What do you understand by the term marketing analysis? **(2 marks)**
- b) Highlight the sources of competitive information. **(6 marks)**
- c) Expound on the various dimensions of organizational competencies. **(12 marks)**
- d) Marketers employ Porter's five forces to understand the strength of an organization's competitive position. Explain the five forces. **(10 marks)**
- Q2. a) As a marketer what would you focus on while carrying out the competitors' analysis? **(8 marks)**
- b) Implementation is often a key determinant in the success or failure of any marketing strategy. Explain at least six key elements of implementation for success of a marketing strategy. **(12 marks)**
- Q3. a) What are the barriers of successful marketing planning? **(10 marks)**
- b) As a marketing manager highlight at least five principles you would deploy to ensure effective control. **(10 marks)**
- Q4. a) As a prospective marketing manager explain the stages commonly found in the New Product Development process. **(12 marks)**

- b) Highlight four market factors you would consider when assessing market attractiveness. **(8 marks)**

END