



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST – DECEMBER 2018 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

REGULAR PROGRAMME

DLIS 119: MARKETING AND PUBLIC RELATIONS SKILLS

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) You have been assigned as head of marketing function in a University Library. You realize that the University is facing many challenges as a result of factors in their external and internal environments. Determine and clearly explain a model that you would use to analyze the environment. **(10 Marks)**
- b) Name and describe the elements found in the marketing mix stating how each is used by marketers. **(10 Marks)**
- c) What is promotion and why is it vital in a company's mix? Explain **FIVE** main objectives of using this mix giving two strategies that you would recommend for your firm. **(10 Marks)**
- Q2. a) You are the Marketing Manager in Kenchic Kenya, The General manager highlights the fact that chicken consumption has become very low in recent months. As the Marketing Manager, you know that consumer behaviour is affected by various factors. What would be your advice to the GM in regard to what could be influencing consumer behaviour in this market? **(10 Marks)**
- b) What is price in marketing mix? State **FIVE** objectives and **FIVE** strategies that are used in firms today. **(10 Marks)**

- Q3. a) What is market Segmentation? Name **FOUR** ways commonly used to segment a market indicating the requirements for segmentation. **(10 Marks)**
- b) Name and explain **FIVE** potential benefits a business may experience in adopting market segmentation. **(10 Marks)**
- Q4. a) It is argued that every product goes through a product life cycle. Explain **FOUR** stages, giving examples of products that have had an effective product life cycle management. **(10 Marks)**
- b) Explain why marketers need to be ethical giving ways in which ethics can be applied. **(10 Marks)**
- Q5. a) Your company is going through a crisis which is threatening to ensure brand damage for your firm, as the public relations officer mention steps that you could take in Minimizing damage to your company's image and then turning bad publicity to good. **(10 Marks)**
- b) Name and explain some social media ethics that society should follow **(10 Marks)**

END