



# 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**

**CMK 221: MARKETING MANAGEMENT**

**Date: APRIL 2018**

**Duration: 2 Hours**

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

- Q1. a) Briefly explain ten issues that may be considered unethical in relation to direct marketing **(10 Marks)**
- b) Describe five strategies that market challengers can use to attack market leaders **(10 Marks)**
- c) Elaborate on five approaches that a firm can use to enter the international market **(10 Marks)**
- Q2. With the help of suitable examples, explain how marketing managers manage different types of demand **(20 Marks)**
- Q3. a) Using a firm of your choice, conduct a SWOT analysis for the firm **(10marks)**
- b) Advise your marketing on ten items that should be included in a marketing plan **(10 Marks)**
- Q4. Selling to final consumers is different from selling to organizational buyers. Describe how consumer purchase decision making process differs from the organizational buying process **(20 Marks)**

**\*END\***