



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

MBA EVENING PROGRAMME

CMK 510: MARKETING MANAGEMENT

Date: DECEMBER 2018

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other THREE Questions

- Q1. General Motors has managed to weather several market setbacks to remain one of the best performing Fortune 500 companies. The company is currently pursuing an expansion strategy to cover most counties in Kenya. Discuss the marketing mix strategies that the company may adopt in opening up a new branch in Busia county in Kenya **(15 marks)**
- Q2. The banking sector has increasingly adopted Customer relations management powered by Marketing information systems (MIS). You have been appointed to advise a local bank on ways to use MIS to improve competitiveness in the bank. Advise the management on this **(15 marks)**
- Q3. a) Discuss how you can segment the market for a new product in electronics industry **(9 marks)**
b) Discuss the importance of understanding consumer behaviour in achieving market potential **(6 marks)**
- Q4. Safaricom, a leading Telecommunications company has announced a 20% increase in profitability for the last 6 months. This is attributed to innovation. Outline how the company uses the product life cycle to achieve innovation. **(15 marks)**
- Q5. Discuss three important sections of a marketing plan. Provide appropriate examples **(15 marks)**

END