



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST - DECEMBER 2018 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**REGULAR / EVENING / ODEL PROGRAMME**

**CMK 311: MARKETING PLANNING AND CONTROL**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

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

- Q1. a) Market analysis is an important consideration when developing a marketing plan; describe its importance **(8marks)**
- b) Describe the importance of marketing planning in an organization **(7marks)**
- c) Describe the methodology you can utilize to ensure that marketing plan implementation is successful **(8marks)**
- d) Explain some of the basic skills needed for effective implementations of marketing plans **(7marks)**
- Q2. Marketing objectives are a major component of a marketing plan. Describe their importance in developing a marketing plan. Explain by use of examples some of the key objectives that have to be included in marketing objectives **(20marks)**
- Q3. a) Competitive analysis is a key aspect in developing marketing plans. Using examples, describe the key areas that have to be considered in this analysis **(10marks)**
- b) With examples, describe the elements of a marketing strategy and how you can apply them to your organization **(10marks)**

- Q4. a) Describe some of the forecasts you need to include in your financial impact analysis included in the marketing plan **(10marks)**
- b) Describe some of the core strategies that an organization can utilize to achieve set objectives in a marketing plan **(10marks)**

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