



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2018 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CKD 071: MARKETING FUNDAMENTALS

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define the following terms
- i) Segment (2 marks)
 - ii) Want (2 marks)
 - iii) Brand (2 marks)
 - iv) Product (2 marks)
 - v) Demand (2 marks)
- b) Explain each of the following promotion techniques
- i) Advertising
 - ii) Sales Promotion
 - iii) Sponsorship
 - iv) Personal selling (12marks)
- d) Explain the requirements necessary for effective market segmentation. (8 marks)
- Q2. a) What variables would you apply to demographically segment a market. (10 marks)
- b) Identify the various consumer groups and explain how they influence consumer decision. (10 marks)
- Q3. a) As a marketer how would you employ the marketing mix to give your business a competitive edge. (10 marks)

- b) What are the major ethical issues connected with the product?
(10 marks)
- Q4 a) As a marketer highlight the micro environment that is important to a business
(10 marks)
- b) With aid of a diagram explain the product life cycle highlighting the importance of each stage.
(10 marks)

END