



**THE CATHOLIC UNIVERSITY OF EASTERN AFRICA**

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

**MAIN EXAMINATION**

**AUGUST-DECEMBER 2020 TRIMESTER**

**SCHOOL OF BUSINESS**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**ONLINE PROGRAMME**

**CKD 081: MARKETING ANALYSIS, PLANNING AND CONTROL**

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**Date: AUG-DECEMBER 2020**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer ALL Questions**

1. The Marketing Class of 2020 has been operating a small business of selling refreshments to the students of CUEA. They want to introduce a new product in the market (beetroot yoghurt). Using practical examples, guide them on how to do a SWOT analysis. (10 marks)
2. Illustrate to CUEA Marketing Class how the Marketing mix will help in the success of the proposed Beetroot yoghurt product which the class wants to start manufacturing. (10 marks)
3. Analyze FIVE External factors that CUEA must analyze before coming up with a new Bachelor of Science in Surgery programme. (10 marks)
4. Discuss in FIVE points why it is important for CUEA to do marketing planning for the proposed Bachelor of Science in Surgery programme (10 marks)
5. Young entrepreneurs have come together to start a new business of manufacturing face masks for school children. Illustrate in FIVE points how e-marketing can be beneficial in marketing the face masks. (10 marks)
6. Analyze five challenges CUEA may encounter in the introductory stage of the new Bachelor of Science in Surgery programme (10 marks)

7. With the aid of examples, differentiate between 'needs' and 'wants' (5 marks)
8. Advertising is key for the success of the proposed Bachelor of Science in Surgery programme. Using this programme, Illustrate giving practical examples FVIE unethical issues in advertising. (5 marks)

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