



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CKD 081: MARKETING ANALYSIS, PLANNING AND CONTROL

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) What is the meaning of customer analysis? (2 marks)
- b) Which are the four stages in marketing planning process (4 marks)
- c) Highlight the elements of a good marketing plan (6 marks)
- d) As a marketing manager how would you use the SWOT analysis. (8 marks)
- e) Explain how you would apply the Michael Potters competitive forces to assess the attractiveness of a market. (10 marks)
- Q2. a) How does the external environment affect a business? (10 marks)
- b) Explain the attack strategies used by market challenger. (10 marks)
- Q3. a) What are the characteristics of a good mission statement. (8 marks)
- b) Expound on the benefits of a good control system. (12 marks)
- Q4. a) Explain the four categories of a new product. (8 marks)
- b) Highlight six factors required for successful implementation of a marketing plan. (12 marks)

END