



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

CMK 424: TOPICS IN MARKETING MANAGEMENT

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Discuss five psychographic variables that can be used to segment consumer markets. Examples of firms that use each approach are required **(10 Marks)**
- b) Elaborate on five functions performed by marketing intermediaries and present five arguments in support of direct marketing **(10 Marks)**
- c) Describe five disadvantages associated with price competition **(10 Marks)**
- Q2. Discuss five activities that are considered unethical in marketing and present five disadvantages of practicing ethical marketing **(10 Marks)**
- Q3. a) Elaborate on five forms of below-the-line advertising media citing firms that have used each form **(20 Marks)**
- b) Firms operating internationally are often confronted with political risks. Describe five such risks and explain five approaches that can be used to manage these risks before they occur **(10 Marks)**
- Q4. a) Identify five unique characteristics of services that make it challenging to market them and explain two approaches that can be used to solve each challenge **(10 Marks)**

- b) Describe five differences between qualitative and quantitative research (10 marks)