



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 221: MARKETING MANAGEMENT

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Using firms of your choice that engage in international marketing, explain five international market entry strategies mentioning examples of firms that have used each approach **(10 Marks)**
- b) Ethics and corporate social responsibility are often fronted as methods of achieving competitive advantage. Identify five firms that are unethical in their marketing activities and discuss five disadvantages of practicing unethical marketing **(10 Marks)**
- c) Firms normally brand themselves for a variety of reasons. Discuss five benefits associated with branding. Examples are required **(10 Marks)**
- Q2. The marketing strategies adopted by a firm depend on its competitive position. By using suitable illustrations, discuss five strategies used by:
- a) Market leaders **(7 Marks)**
- b) Market challengers **(7 Marks)**
- c) Market followers **(6 Marks)**
- Q3. a) Describe five benefits of developing marketing plans **(10 Marks)**
- b) Compare five factors considered by organizational buyers with five factors considered by final consumers when making purchase decisions **(10 Marks)**.

- Q4. a) Identify five types of demand and illustrate two approaches that can be used to manage each type of demand **(10 Marks)**
- b) Discuss five benefits associated with conducting a SWOT analysis **(10 Marks)**

END