



# CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

SECOND SEMESTER EXAMINATIONS 2017/2018 ACADEMIC YEAR

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 202: MARKETING MANAGEMENT (LEVEL 200)

CAMPUS: MIOTSO & MATAHEKO; MORNING, AFTERNOON &  
WEEKEND

TIME DURATION: **THREE (3) HOURS**

EXAMINERS: FELICIA DE-HEER & VICTOR ACHIRIGA

## INSTRUCTIONS

Answer any **FOUR (4)** questions.

\*Credit will be given for clarity of expression and orderly presentation of relevant material.

**ANSWER ANY FOUR (4) QUESTIONS. ALL QUESTIONS CARRY  
EQUAL MARKS**

1. Explain marketing management and discuss any **FOUR (4)** marketing philosophies/concepts that can be adopted in the marketplace **(25Marks)**.
2. Within the rapidly changing global environment, marketers must monitor at least **FIVE (5)** macro – environmental forces. List and discuss these forces for any company of your choice, indicating how they can influence its ability to offer value to consumers **(25Marks)**.
3. Discuss the steps involved in the strategic planning process. As a marketing manager of Champion Foods and Snacks Company list and explain the **FOUR (4)** marketing growth strategies identified by Igor Ansoff as the company seeks to grow in the thriving Ghanaian Fast Food market **(25Marks)**.
4. Michael Porter outlined **FIVE (5)** factors which influence both the long-term attractiveness of a market and a company's ability to compete. Discuss these factors (forces) which firms must follow to excel **(25Marks)**.
5. The marketing mix refers to the controllable elements used by firms to achieve the desired sales on the market. List and explain the extended marketing mix for any service organization of your choice **(25 Marks)**.
6. Define segmentation. For any consumer market of your choice, discuss the **FOUR (4)** major bases for segmentation **(25Marks)**.