

# CENTRAL UNIVERSITY



**CENTRAL  
UNIVERSITY**  
COLLEGE

## RESIT EXAMINATIONS

CENTRAL BUSINESS SCHOOL  
DEPARTMENT OF MARKETING  
CBMK 202 MARKETING MANAGEMENT  
LEVEL 200  
MARCH 2018

TIME DURATION: THREE (3) HOURS

### INSTRUCTIONS

Answer **FOUR** questions in all

*Course Lecturer: KOFI BAKU*

### **QUESTION ONE**

Define marketing management and discuss the key steps involved in the marketing management process (25 marks)

### **QUESTION TWO**

Within the rapidly changing environment, marketers must monitor at least five 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 the customer (25 marks)

### **QUESTION THREE**

Define strategic planning and briefly discuss the first three steps in the strategic planning process. As a sales manager at Papaye, name and explain the four (4) product market expansion grid strategies (Ansoff) as the company seeks to grow in the thriving Ghanaian Fast Food market (25 marks)

### **QUESTION FOUR**

New product development (NPD) shapes every company's future. Define a new product and discuss the various stages in the NPD process for any product that you recently purchased (25 marks)

### **QUESTION FIVE**

To be a long term leader of every firm in a competitive market Michael Porter outlined five factors which influence the long term attractiveness of a market and affect a company's ability to compete. Discuss these factors and explain Porter's generic strategic model which firms must follow to excel (25 marks)

### **QUESTION SIX**

The marketing communication process consists of seven major modes of communication: advertising, sale promotion, public relations, direct marketing, interactive marketing, word of mouth and personal selling. Discuss these modes and any two distinctive benefits of each (25 marks)