



# CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

SUPPLEMENTARY EXAMINATIONS 2020/2021 ACADEMIC YEAR

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 404: CONTEMPORARY AND ETHICAL ISSUES IN  
MARKETING (LEVEL 400)

MAY 2021

TIME DURATION: **TWO (2) HOURS**

MORNING, EVENING AND WEEKEND SESSIONS MATAHEKO &  
MIOTSO CAMPUSES

## **INSTRUCTIONS**

Answer any **THREE (3)** questions.

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

EXAMINER: Mr. Victor Achiriga.

**ANSWER ANY THREE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

1. Sustainable development has implications for marketing practice. Evaluate any **FIVE (5)** problems that could arise as a result of an absence of sustainable development while emphasizing their implications for marketing practice (20 marks).
2. Most contemporary marketing oriented start-ups seek to out-innovate and out-create their larger and better established rivals. Discuss any **FIVE (5)** approaches such organizations may adopt to encourage a culture of creativity among their employees (20 marks).
3. Online Marketing offers many advantages to marketers. Critically analyze any **FIVE (5)** advantages Click -and -Mortar marketers have over Click- only marketers (20 marks).
4. The Anholt's Brand Index is a framework for assessing key tourism potential and challenges in a given country. With reference to that conceptual framework discuss key tourism prospects and challenges associated with promoting the brand value of Ghana while highlighting **THREE(3)** factors that could make this drive difficult (20 marks)