



# CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATIONS 2020/2021 ACADEMIC YEAR

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

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

2021

TIME DURATION: **THREE (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. Discuss **FIVE** positive factors that could be considered in branding Ghana as a preferred tourist destination (20 marks)
2. With the aid of appropriate examples critically examine **FIVE** differences between political marketing and traditional marketing (20 marks)
3. In modern times green marketing has emerged as a strategy for gaining competitive advantage in the marketplace. Discuss the key elements of the green marketing mix while highlighting the effectiveness of green marketing as a strategy for gaining competitive advantage in the marketplace (20 marks).
4. With reference to ethical issues in marketing, write short notes on the following:
  - a) Three ethical issues in pricing (12 marks)
  - b) Two ethical issues in promotion(8 marks)
5. List and explain **FIVE** ways in which traditional marketing differs from digital marketing(20 marks)