

Course Code: **MKT 730**

Course Title: **FUNDAMENTALS OF MARKETING**

Credit Unit: **2**

Instructions: **1. Indicate your Matriculation Number clearly**
2. Attempt Question 1 and any other two (2) questions
3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each
4. Present all your points in coherent and orderly manner

Time Allowed: **2 Hours**

EXAM QUESTION ONE

1a. Write short but concise notes on the following terms pointing out the corresponding tasks facing marketing managers (10 marks)

1b. Evaluate the marketing macro-environmental forces that impinge considerably on any company's marketing system. (10 marks)

1c. How can a company best reduce the defection rate of any of her products? (10 marks)

2a. Discuss five levels of investment in customer relationship building. (10 marks)

2b. Adduce five reasons for new product failure (10 marks)

3a. The strategic planning process rests on two important concepts - Discuss (10 marks)

3b. What makes the annual marketing plan very important to any company? (10 marks)

4a. Explain six types of internet marketing (12 marks)

4b. Write out the eight Principles of Guerilla Marketing identified by Levinson (1983).
(8 marks)