



*“Investing in Africa’s future”*

**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE  
(CBPLG)**

**NMKT 401: MARKETING MANAGEMENT**

**FINAL EXAMINATIONS**

**MAY 2020**

**LECTURER: MR T. NEMAUNGA**

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**INSTRUCTIONS**

Answer any ONE of the following **QUESTIONS**.

All questions, are essay questions.

The marks allocated to **each** question are shown at the end of the section.

Marks will be awarded for giving logical examples.

## **Instructions:**

Answer any ONE of the following:

- a) 21<sup>st</sup> Century companies operate within what is called the modern marketing environment. Through a careful analysis of the Marketing environment in your home country, explain how the various actors in the marketing environment have affected the efforts of marketers, in pursuing their marketing goals and objectives? [25]
- b) You have been hired by Africa University to manage the University's value chain. In detail explain how you will manage the University's value chain strategy, taking into account the University's thrust of turning the institution into a world class academic Institution. [25]
- c) Marketing scholars are in agreement that consumers do not just buy goods or services; they do it for a reason. You have been hired by Telkom Limited to lead their marketing team. In detail explain how and why you as a marketer should facilitate each of the steps of the consumer buying process to the advantage of your company? [25]