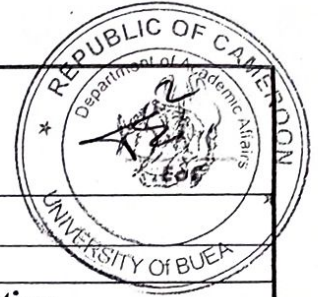




CATHOLIC UNIVERSITY INSTITUTE of Buea
2018/2019 ACADEMIC YEAR
First Semester Examinations – February 2019



School	SCHOOL OF BUSINES				
Department	Marketing				
Course Code	MKT 101	Course Title	Fundamentals of Marketing		
Status	C	Credit Value	6		
Date	23/02/2019	Venue		Time	3 Hours
Course Master(s)	TANYI BEDOLF EPEY				

INSTRUCTION: ANSWER ALL QUESTIONS

BE CONCISE AND PRECISE IN YOUR ANSWERS

1. Define marketing from the point of view of an author of your choice.(**3 marks**)
2. Explain the lapses that led to the birth of modern marketing. (**10 marks**)
3. Explain the macro marketing environmental factors that can impede the activities of an organisation such as LAS VEGAS.(**10 marks**)
4. Why is marketing research important to a company like NEXTTEL Cameroon?
(**7 marks**)
5. What are the best strategies that you will recommend to the management of Nestle Cameroun S A to position its products in the minds of the customers?(**10 marks**)
6. Clearly outline the consumer buying decision process. (**10 marks**)

GOOD LUCK