



FINAL EXAMINATION
MARCH 2023

COURSE TITLE	MARKETING MANAGEMENT
COURSE CODE	RMKT4213
DATE/DAY	20 JUNE 2023 / TUESDAY
TIME/DURATION	05:00 PM - 07:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 2 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

There are THREE (3) questions in this section. Answer ALL questions in the answer booklet provided. [100 MARKS]

QUESTION 1

(40 Marks)

Using celebrities in marketing is a strategy that dates back more than 200 years. With the rise of social media, the use of celebrities in marketing communications has proliferated. Celebrities such as Katy Perry, Justin Bieber, and Beyoncé have more social media followers than many countries have inhabitants. In 2017, Pepsi launched a new campaign based on or collaboration with model, Kendall Jenner.

Evaluate the value of celebrity endorsement in marketing and how does celebrity fit in it?

QUESTION 2

(30 Marks)

Much of the recent growth of non-personal channels has taken place through events and experiences. A company can build its brand image by creating or sponsoring events. Events marketers who once heavily favored sports events are now using other venues such as art museums, zoos or ice shows to entertain clients and employees. Non-personal channels are communications directed to more than one person and include media, sales promotions, events and experiences, and public relations.

Discuss each of them.

QUESTION 3

(30 Marks)

Internationalization is the process through which a firm moves from operating solely in its domestic marketplace to operating in international markets. Most companies now look to the global market rather than simply remain in their domestic market—a decision that creates management challenges. Outside the domestic market, managers need to learn other languages and laws, deal with volatile currencies, face political and legal uncertainties or redesign their products or services to suit different customer needs and expectations. Business could be easier if companies stayed within domestic markets, but more and more companies go global.

Elaborate the reasons why companies decided to invest into the international arena and what are the risks?

***** END OF QUESTION PAPER *****