



MURANG'A UNIVERSITY COLLEGE

Constituent College of Jomo Kenyatta University College of Agriculture and Technology

SCHOOL OF BUSINESS AND COMMERCE

DEPARTMENT OF HRM

COURSE CODE: HPC 2110 **COURSE TITLE:** PRINCIPLES OF MARKETING

TIME: 2HOURS

PROGRAMME YISI 2012

YEAR OF STUDY: 2013

INSTRUCTIONS

1. Students are required to answer **three (3)** questions
2. Question **one** is compulsory
3. Answer any other **two** questions

QUESTION ONE (30 marks)

- a) Assume that you have been given the task of assisting in designing marketing planning process.

Explain the component in the process

(5 marks)

- b) MRUC Enterprises is a manufacturing a superior wheelbarrow under the brand name “Nguvu Kazi” The management is considering direct distribution as a channel to reach its various hardware. Analyze the factors that would influence the management favour direct distribution

(10 marks)

- c) Marketing research is very useful for organization. List five (5) importance of marketing research.

(5 marks)

- d) Branding is an important element of the tangible products and particularly in consumer markets. Explain benefits to the various consumers.

- | | | |
|-----|--------------|---|
| i) | Consumer | 6 |
| ii) | Manufacturer | 4 |

(10 marks)

QUESTION TWO (20 marks)

- a) You are marketing manager of Dairy foods, a company that manufactures a wide range of chocolate products. While you have a good government instinct for what the market wants a number of your recent product launches have been complete flops. You want to create a formal new product development (NPD) strategy.

Suggest a systematic and a formal series of steps for NDP (16 marks)

- b) Differentiate between the following concepts marketing and selling concepts (4 marks)

QUESTION THREE (20 marks)

- a) Identify four characteristics that affect the marketing of a service (8 marks)

- b) Companies usually adjust their basic prices to account for various customer differences and changing situations. Summarize six (6) adjustment strategies

(12 marks)

QUESTION FOUR (20 Marks)

- a) You are the manager of a supermarket in a busy town. You have been successful to date on the basis of offering superior customer service and a wide range of high quality products.

How are the external environmental factors threatening your business (10 marks)

- b) Explain some of the requirements to be considered when segmenting a market. (10 marks)

QUESTION FIVE (20 marks)

- a) Even though a product may have reached the stage of decline, a company may decide to keep it. In the face of economic loss on the product explain the characteristics of the product and the marketing strategies the company may use in this stage (12 marks)

- b) Consumers' buyer behaviour is influenced by four key sets of buyer characteristics.
Explain these factors. (8 marks)