



# MURANGA UNIVERSITY COLLEGE

(A constituent College of Jomo Kenyatta University of Agriculture & Technology)

MAINCAMPUS

ORDINARYUNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

FOR

DIPLOMA IN BUSINESS MANAGEMENT

**COURSE CODE: DBM 1121**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 20<sup>TH</sup> APRIL 2016**

**TIME: 2 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Question **ONE** (1) is compulsory

Answer **THREE** (3) questions

**DURATION: 2 HRS**

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

**QUESTION ONE (COMPULSORY) (30 MARKS)**

- a) In their attempt to understand the marketing environments, marketers must differentiate between the types of customer markets they are likely to serve. Explain **FIVE** types of customer markets. **(10 marks)**
- b) Outline **FOUR** differences between Transactional Marketing and Relationship Marketing. **(4 marks)**
- c) Describe **THREE** challenges being faced by marketers in the current millennium. **(6 marks)**
- d) The members of a marketing channel perform many key functions. Explain **FOUR** key functions of channel members. **(8 marks)**
- e) What do you understand by the term “product positioning” **(2 marks)**

**QUESTION TWO (20 MARKS)**

- a) Differentiate between
- i) Variety seeking and complex consumer behaviour. **(5 marks)**
  - ii) Undifferentiated and differentiated target marketing **(5 marks)**
- b) i) Define product branding **(2 marks)**
- ii) Enumerate the benefits of branding to both the seller and the buyer. **(8 marks)**

**QUESTION THREE (20 MARKS)**

- a) Outline **FOUR** general objectives of sales promotion. **(4 marks)**
- b) Explain **THREE** functions of the public relations department. **(6 marks)**
- c) The importance of Marketing Research arises from the fact that it provides information which can be used by marketing decision makers. Identify **FIVE** ways in which marketing decision makers can use Marketing Research information. **(10 marks)**

**QUESTION FOUR (20 MARKS)**

- a) Before determining the price itself, the management should decide the objectives. Explain **FIVE** pricing objectives of an organization. **(10 marks)**
- b) Product factors are very important as the length and width of marketing channel depends on them. Explain **FIVE** product characteristics that may influence the choice of the distribution channel. **(10 marks)**