



# MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

**SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**SECOND SEMESTER EXAMINATIONS**

**FOR**

**DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 1121**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE:**

**TIME:**

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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) For a company to be effective in its distribution effort, channel analysis and decision making must be purposeful. Explain **FIVE** product related factors that influence the choice of the distribution channels. **(10 marks)**
- b) Outline **SIX** general objectives of advertising. **(6 marks)**
- c) A marketing philosophy is a marketing logic which an organisation uses to relate to its market. Giving an example in each case, clearly explain any **THREE** marketing philosophies. **(9 marks)**
- d) Highlight **FIVE** benefits of a satisfied customer. **(5 marks)**

**QUESTION TWO (20 MARKS)**

- a) Explain **FIVE** factors that affect the pricing decisions of the products of an organization. **(10 marks)**
- b) The importance of Marketing and Market research arise from the fact that they provide information which can be used by marketing decision makers. Explain **FIVE** ways in which marketing research information can help an organization achieve its marketing objectives. **(10 marks)**

**QUESTION THREE (20 MARKS)**

- a) A brand is a name, term, sign, symbol or design that identifies the maker or seller of a product or service and differentiates it from the competitor's products. Give a clear explanation of the following brand descriptions.
- i) Brand name **(2 marks)**
- ii) Brand mark **(2 marks)**
- iii) Trade mark **(2 marks)**
- iv) Copyright **(2 marks)**
- b) Explain the **THREE** levels of packaging. **(6 marks)**
- c) Outline **SIX** general characteristics of business markets that distinguish them from consumer markets. **(6 marks)**

**QUESTION FOUR (20 MARKS)**

- a) Purchasing decisions are made by various people from the initiation of a purchase idea to the final purchase of the product. Explain **FIVE** roles played by participants in the consumer buying process. **(10 marks)**
- b) Market segmentation means dividing a market into distinct groups with distinct needs, characteristics or behaviour who might require separate products or market mixes.
- i) Explain **THREE** requirements of effective segmentation. **(6 marks)**
- ii) Explain the importance of segmentation to an organization. **(4 marks)**