



MURANGA UNIVERSITY COLLEGE

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

MAINCAMPUS

ORDINARYUNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

FOR

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 1121

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 21ST AUGUST 2015

TIME: 2 HOURS

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) Marketing managers in competition with other firms often have to introduce new product lines to keep abreast with competitor's aggression. Describe the stages involved in new product development. **(12 marks)**
- b) Describe the classification of consumer products and give specific examples in each class of consumer products. **(8 Marks)**
- c) Segmentation is one of the tools employed in implementing customer driven marketing strategy.
- i) Identify the requirements of effective segmentation
- ii) Explain the importance of segmentation **(10 Marks)**

Question Two (20 Marks)

- a) M-Kesho is a new service in the Kenyan market. With specific reference to consumer promotion tools, advice the firm behind M-Kesho on the best promotional approaches that the firm could employ. **(10 Marks)**
- b) Briefly discuss the steps to follow, when setting the price. **(10 Marks)**

Question Three (20 Marks)

- a) Examine the personal factors that would influence the buying decisions of consumer. **(10 Marks)**
- b) Enumerate the meaning of product branding, clearly explaining the merits of branding to both the seller and the buyer. **(10 Marks)**

Question Four (20 Marks)

- a) Explain the **FIVE** roles performed by members of distribution channels. **(10 Marks)**
- b) Describe the 'consumer adoption process and briefly explain the stages involved in the process. **(10 Marks)**