



# MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

**SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS**

**2014/2015 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 (30 MARKS) (COMPULSORY)**

- a) Explain the appropriate marketing strategies to be used at the Introductory Phase of product development life cycle. **(10 Marks)**
- b) Describe any **FOUR** Consumer-Goods Classifications. **(8 Marks)**
- c) Explain the main steps to be followed in developing new products. **(12 Marks)**

**QUESTION TWO (20 MARKS)**

- a) Discuss the significance of branding to
- i) Customers
  - ii) Sellers **(8 Marks)**
- b) Discuss internal organization factors that influence an organization pricing strategies. **(12 Marks)**

**QUESTION THREE (20 MARKS)**

- a) Explain the meaning of segmentation and describe the significance of segmentation to a Bank. **(10 Marks)**
- b) Identify **FIVE** enterprise related factors affecting the choice of distribution channels. **(8 Marks)**

**QUESTION FOUR (20 MARKS)**

- a) Describe the consumer adoption process and highlight the stages involved in the process. **(12 Marks)**
- b) Describe the **FOUR** major components of the Internal marketing Environment. **(8 Marks)**