



MURANGA UNIVERSITY COLLEGE

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

MAINCAMPUS

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: 28TH OCTOBER 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 (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)**