



MURANGA UNIVERSITY COLLEGE

(Constituent College of Jomo Kenyatta University College of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

MAIN CAMPUS

UNIT CODE: DBM 1121

UNIT TITLE: PRINCIPLES OF MARKETING

SUPPLEMENTARY EXAM

TIME: 2 HOURS PROGRAMME: DIPLOMA (Y1S2) YEAR OF STUDY: 2014
DATE:

INSTRUCTIONS

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER
TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Segmentation is one of the tools employed in implementing customer driven marketing strategy.
 - i) Identify and explain the requirements of effective segmentation
 - ii) Explain the importance of segmentation. (10 Marks)
- b) 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)
- c) Identify FIVE product related factors affecting the choice of distribution channels. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Describe the benefits that satisfied customers convey to a company. (10 Marks)
- b) A target market is a set of buyers sharing common needs or characteristics that the company decides to serve. Identify and explain the strategies for selecting a target market. (10 marks)

QUESTION THREE (20 MARKS)

- a) A new product can be defined as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need. Describe the steps taken in the process of new product development. (16 marks)
- b) Highlight the importance of conducting marketing research to an organization. (4 marks)

QUESTION FOUR (20 MARKS)

- a) Citing examples, clearly describe the FOUR types of consumer buying behaviours. (10 marks)
- b) Identify and explain the Micro marketing Environments that affect the marketing decisions and activities. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Outline SIX general objectives of advertising. (6 marks)
- b) Explain FIVE functions performed by distribution channel members. (10 marks)
- c) Identify TWO challenges facing international marketers. (4 marks)