



MURANGA UNIVERSITY COLLEGE

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

MAINCAMPUS

ORDINARY UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

FOR

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 1121

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 22ND APRIL 2015

TIME: 2.00 PM-4.00 PM

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) Briefly discuss the steps to follow when setting the price. (12 Marks)
- b) Describe any FOUR Consumer-Goods Classifications. (8 marks)
- c) Segmentation is one of the tools employed in implementing customer driven marketing strategy.
- i) Describe the requirements of effective segmentation
- ii) Explain the importance of segmentation (10 Marks)

QUESTION TWO (20 MARKS)

- a) Product distribution plays a critical function in ensuring customers get the product.
Explain the role played by channel members. (10 Marks)
- b) Identify **FIVE** product related factors affecting the choice of distribution channels. (10 Marks)

QUESTION THREE (20 MARKS)

- a) There are common individual characteristics that can influence buyer's decision.
Describe the personal factors that influence consumer behavior. (12 Marks)
- b) Differentiate between 'relationship marketing' and 'transactional marketing'. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain the roles played by members of the buyer decision making unit in consumer buying behaviour. (10 Marks)
- b) A marketing philosophy is a marketing logic which an organisation uses to relate to its market.
Describe any **FOUR** marketing philosophies. (10 marks)