



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: 3RD AUGUST 2015

TIME: 9.00AM-11.00AM

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 (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)
- c) One of the Micro Environments affecting Marketing activities is customer markets. Identify and explain **FIVE** types of customer markets. (10 marks)

QUESTION TWO (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 THREE (20 MARKS)

- a) Citing examples, clearly describe the **FOUR** types of consumer buying behaviours. (10 marks)
- b) Outline **SIX** general objectives of advertising. (6 marks)
- c) Identify **TWO** challenges facing international marketers. (4 marks)

QUESTION FOUR (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)