



## **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 (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)