



## MURANGA UNIVERSITY COLLEGE

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

**MAIN CAMPUS**

**ORDINARY UNIVERSITY EXAMINATIONS 2015/2016**  
**ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: HBC 2112**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 15<sup>TH</sup> DECEMBER, 2015**

**TIME: 2 HOURS**

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### INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory  
Answer THREE (3) questions



MRUC observes ZERO tolerance to examination irregularities

### **QUESTION ONE**

Explain any four bases that would make it necessary for an organization to segment its marketing. **(8 marks)**

- (a) Discuss *two* pricing strategies commonly favored by a company when introducing a new product in the market **(8 marks)**
- (b) A vital element in every marketing strategy is the marketing mix. Discuss the marketing mix **(8 marks)**
- (c) Explain any *six* importances of marketing **(6 marks)**

### **QUESTION TWO**

- a) In order to enhance the chances of a new product succeeding, the company should follow a systematic new product development process. Highlight the stages in new product development. **(12marks)**
- b) Explain any *two* factors that influence consumer behavior **(8 marks)**

### **QUESTION THREE**

- a) Identify any five external environmental factors and explain the way in which each factor influences the marketing mix of an organization **(10 marks)**
- b) Describe any *five* marketing philosophies under which organizations conduct their marketing activities **(10 marks)**

### **QUESTION FOUR**

- a) Describe the marketing strategies a firm should adopt in the different stages of a products life cycle **(12 marks)**
- b) Adoption process is a mental process which a consumer passes from first learning about a product. Explain the stages that the consumer goes through **(8 marks)**