



MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

ORDINARY UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

BACHELOR OF COMMERCE

COURSE CODE: HBC 2112

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 20TH AUGUST 2015

TIME: 2 Hours

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory

Answer TWO (2) questions

MRUC observes ZERO tolerance to examination irregularities

QUESTION ONE

- a) George has realized there is a high demand for hides and skins in Kenya, and Mt. Kenya region is a major source of the hides and skins. He is planning for a small tannery in the outskirts of Murang'a town. Discuss any 5 external environmental factors that he should consider before going ahead with plans. (5 marks)
- b) Discuss five philosophies of marketing management (10 marks)
- c) Identify the four characteristics that affect the marketing of a service (10 marks)
- d) Explain 5 benefits of market research to marketers (5 marks)

QUESTION TWO

- a) Describe the product life cycle highlighting key characters and strategies used at each stage. (12 marks)
- b) Organizations usually face a difficult task when coming up with new products.
Describe any two common strategies used in pricing of a new product (8 marks)

QUESTION THREE

- a) Describe any four price-adjustment strategies used by organization for various customers. (8 marks)
- b) Explain the adoption categories for a new product using a well labeled diagram (12 marks)

QUESTION FOUR

- a) Discuss five strategic importance of packing (10 marks)
- b) Explain five main characteristics that affect consumer behavior (10 marks)