



**MURANGA UNIVERSITY COLLEGE**

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

**MAIN CAMPUS**

**SUPPLEMENTARY/SPECIAL UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE**

**OF**

**BACHELOR OF HUMAN RESOURCE MANAGEMENT**

**COURSE CODE: HPS 2110**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 7<sup>TH</sup> AUGUST 2015**

**TIME: 2:00-4:00PM**

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**INSTRUCTIONS TO CANDIDATES**

Question ONE (1) is compulsory  
Answer any TWO (2) questions

### QUESTION ONE

- a) Explain three stages followed in market segmentation. (6marks)
- b) Discuss major factors influencing consumer behaviour (14marks)

### QUESTION TWO

- a) Explain base for segmenting consumer markets (12marks)
- b) Explain any four factors to consider when choosing a market-coverage Strategy (8marks)

### QUESTION THREE

- a) Explain the elements of marketing mix (12marks)
- b) Explain the role of various people in business buying process (8marks)

### QUESTION FOUR

- a) According to Rogers, adoption of a new product goes through 5 stages. Explain these stages. (10marks)
- b) Describe five price- adjustment strategies used by organization for various customers (10marks)