



MURANG'A UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

MAIN CAMPUS

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

**BACHELOR OF SUPPLIES MANAGEMENT YEAR ONE SEMESTER TWO
BACHELOR OF COMMERCE YEAR ONE SEMESTER TWO
BACHELOR OF SCIENCE INFORMATION TECHNOLOGY YEAR THREE
SEMESTER TWO**

COURSE TITLE: PRINCIPLES OF MARKETING

COURSE CODE: HPS 2110 / HBC2112 / BBIT 2208

DATE: 30TH JUNE, 2016

TIME: 2 HOURS

INSTRUCTIONS TO THE CANDIDATES

THIS PAPER CONSIST OF FOUR QUESTIONS

Question one (1) is Compulsory

Answer Any Other Two (2) Questions

MRUC observes ZERO tolerance to examination irregularities

This paper consists of 5 printed pages. Please turn over. ⇒

QUESTION ONE

- a) As the head of your family, you are in the process of buying a car for your normal family use.
Explain the roles that various parties within and without your family are likely to play and the various stages that will be followed in the decision making process. (12 Marks)
- b) Your Marketing Manager is happy that you have graduated from Murang'a University College; s/he has now asked you to prepare a marketing plan for the organization for consideration and possible adoption.
Identify and explain the steps you would follow in preparing the marketing plan
(6 Marks)
- c) Explain how organizational/industrial markets differ from consumer markets. (6 Marks)
- d) Explain any three characteristics that affect marketing of services. (6 Marks)

Total (30 Marks)

QUESTION TWO

- a) Marketers strive to understand post purchase behaviour of consumers especially when they are studying consumer behaviour. Of what importance is this to the marketer? Use suitable example to qualify your answer. (3 Marks)
- b) Explain any three importance of packaging (6 Marks)
- a) Your organization is in the process of buying some equipment for use in production operations.
Explain the decision making process that will be followed and indicate clearly the choice criteria that will be used in making the final decision to buy from a particular supplier.
(14 Marks)

Total (20 Marks)

QUESTION THREE

- (a) Explain any six pricing factors that influence the decision of a trader while setting prices. (12 marks)
- (b) Explain how marketing concept influence a firms marketing activities (8 Marks)

QUESTION FOUR

- a) You have just started a business that manufactures both washing powders and bar soaps but you have realized there are some factors that are likely to influence the performance of your business yet you have no control of.

Discuss with examples these factors in your business environment. (14 Marks)

- b) By use of a well labeled diagram explain the process of product life cycle highlighting the key characteristics and strategies used at each stage. (6 Marks)

Total (20 Marks)