



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN
BUSINESS MANAGEMENT (DBM)**

BCM 050 – PRINCIPLES OF MARKETING

DURATION: 2 HOURS

DATE: 6TH DECEMBER, 2017

TIME: 9.00 – 11.00 A.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION ONE – COMPULSORY

QUESTION ONE

- a) Define the term marketing as approved in 2007 by the American Marketing Association (AMA). (2 marks)
- b) Outline the five core concepts of marketing. (5 marks)
- c) Discuss any three marketing management Philosophies. (9 marks)
- d) Distinguish between External and Internal marketing environment. (2 marks)
- e) Highlight the seven components of the macro environment that influence decision making in marketing. (7 marks)
- f) The competitive five forces model developed by Porter helps in understanding the attractiveness of an industry and its potential for future growth. List the five aspects of marketing environment analyzed by this model. (5marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Define the term Marketing Information Systems (MIS) according to Kotler (2 marks)
- b) Outline the major components of marketing research process (8 marks)
- c) Analyse the five stages or steps involved in the buyer decision process model. (10 marks)

QUESTION THREE

- (a) Define the term Marketing Strategy. (2 marks)
- (b) Contrast the two main marketing strategies used by firms. (4 marks)
- (c) Explain three advantages of target marketing to a firm. (9 marks)
- (d) Identities five ways through which intermediaries add efficiency in the distribution channels. (5 marks)

QUESTION FOUR

- (a) Discuss any product classification. (10 marks)
- (b) Define the term personal selling (1 marks)
- (c) Briefly describe the steps involved in personal selling process. (9 marks)

