



# MURANGA UNIVERSITY COLLEGE

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

MAINCAMPUS

ORDINARYUNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

FIRST SEMESTER EXAMINATIONS

FOR

DIPLOMA IN COOPERATIVE MANAGEMENT

**COURSE CODE: BS 1210**

**COURSE TITLE: PRINCIPLES AND PRACTICE OF MARKETING**

**DATE: 20<sup>TH</sup> APRIL 2016**

**TIME: 2 HOURS**

---

**INSTRUCTIONS TO CANDIDATES**

Answer **ANY FIVE** QUESTIONS

**DURATION: 3 HRS**

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

**QUESTION ONE (COMPULSORY) (30 MARKS)**

- a) A co-operative society's marketing environment may include various publics. Describe **FIVE** of these publics. **(10 marks)**
- b) Explain **FIVE** marketing philosophies that may guide the operations of a marketing co-operative society. **(10 marks)**
- c) Explain **FIVE** ways through which a co-operative society may segment its market. **(10 marks)**

**QUESTION TWO (20 MARKS)**

- a) James is the new marketing manager of Jumbo Co-operative Society. Explain **FOUR** consumer buying behaviours that he is likely to encounter in the course of his marketing activities. **(12 marks)**
- b) Describe **FOUR** types of consumer goods that a co-operative society may offer to its customers. **(8 marks)**

**QUESTION THREE (20 MARKS)**

- a) Usafi is a newly introduced soap in the market. Explain **FIVE** stages that the consumers may go through in adopting the new product. **(10 marks)**
- b) Explain **FIVE** external marketing environment factors that may affect the operations of a co-operative society. **(10 marks)**

**QUESTION FOUR (20 MARKS)**

- a) The management committee of Nate Co-operative Society intends to start fish processing and marketing. Highlight the benefits that would accrue to the society from branding the individual products destined for the local market. **(12 marks)**
- b) Describe **FOUR** target marketing approaches that a firm may use to serve its customers. **(8 marks)**