



MURANGA UNIVERSITY COLLEGE

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

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF COMMERCE

MAIN CAMPUS (DAY TIME)

UNIT CODE: BS 1210

UNIT TITLE: PRINCIPLES & PRACTICE OF MARKETING

SUPPLEMENTARY EXAM

TIME: 2 HOURS **PROGRAMME:** DIPLOMA IN COOPERATIVE MGT (Y2S2)

YEAR OF STUDY: 2014 **DATE:** DECEMBER 2014

INSTRUCTIONS

ANSWER ANY THREE QUESTIONS

QUESTION ONE (20 MARKS)

- a) Identify and explain FOUR types of consumer buying behaviour. (10 marks)
- b) Explain the importance of product branding to the consumer and the seller. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain FIVE requirements for effective segmentation. (10 marks)
- b) Explain FIVE objectives of pricing in an organization. (10 marks)

QUESTION THREE (20 MARKS)

- a) Identify TEN characteristics of business markets showing clearly how they differ from consumer markets (10 marks)
- b) Identify and explain FIVE micro-marketing environments citing clearly how they influence marketing decisions and activities. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Identify and explain the marketing strategies used at the introduction stage of a new product development. (10 marks)
- b) Identify and explain any THREE marketing philosophies. (10 marks)