



## **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 1310

**UNIT TITLE:** PRINCIPLES & PRACTICE OF MARKETING

#### **REGULAR (MOCK) EXAM**

**PROGRAMME:** DIPLOMA IN COOPERATIVE MANAGEMENT (Y3 S6)

**YEAR OF STUDY:** 2014

**TIME:** 3 HOURS

**DATE:** 22 OCTOBER 2014

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**INSTRUCTIONS:** ANSWER **ANY FIVE** QUESTIONS

#### **QUESTION ONE (20 MARKS)**

- a) Describe the process that should be followed in a price-setting decision exercise. (12 marks)
- b) Fatima, the marketing manager of Timafu Ltd, is in the process of collecting marketing data from the field, describe the tools that she can use in carrying out this exercise. (8 marks)

### **QUESTION TWO (20 MARKS)**

- a) Karuga Manufacturers Limited has a consignment that should be delivered to a client in a distant land. Explain SIX factors that the marketing manager of the firm should consider in choosing the mode of transport to use in delivering the consignment. (12 marks)
- b) Explain FOUR social factors that may influence consumer buying behaviour in a country. (8 marks)

### **QUESTION THREE (20 MARKS)**

- a) Sifika Ltd intends to launch an advertisement campaign. Explain SIX factors that may determine the media that the firm will use in the campaign. (12 marks)
- b) One of the pricing strategies that a marketer can adopt is the penetration strategy. Explain FOUR circumstances under which it would be appropriate to use this strategy. (8 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Explain functions of a retail outlet established by a trading co-operative society. (12 marks)
- b) Explain the marketing strategies that should be adopted on each of the stages of a product's life cycle. (8 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Explain FIVE ways in which a handcraft co-operative society may segment its market. (10 marks)
- b) Ujuzi processing Cooperative Society has embarked on a product diversification programme aimed at introducing a new product into the market. Explain the reasons which may have accounted for such a programme. (10 marks)

### **QUESTION SIX (20 MARKS)**

- a) Explain FIVE micro-environmental factors that may affect the performance of a rural savings and credit co-operative society. (10 marks)
- b) Explain FIVE internal factors that may influence the pricing decisions of a co-operative society. (10 marks)

### **QUESTION SEVEN (20 MARKS)**

- a) Personal selling is the most important ingredient in the promotion mix. Explain its relative advantage over advertising. (10 marks)
- b) Samaki Co-operative Society intends to market their products through agents. As a marketing consultant, advise them on factors they should consider in selecting the agents. (10 marks)