



MURANGA UNIVERSITY COLLEGE

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

MAIN CAMPUS

ORDINARY UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST SEMESTER EXAMINATIONS

FOR

DIPLOMA IN COOPERATIVE MANAGEMENT

COURSE CODE: BS 1310

COURSE TITLE: PRINCIPLES AND PRACTICE OF MARKETING

DATE: 24TH APRIL 2015

TIME: 9.00AM-11.00AM

INSTRUCTIONS TO CANDIDATES

Answer **ANY FIVE** QUESTIONS

DURATION: 3 HRS

MRUC observes ZERO tolerance to examination irregularities

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

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)