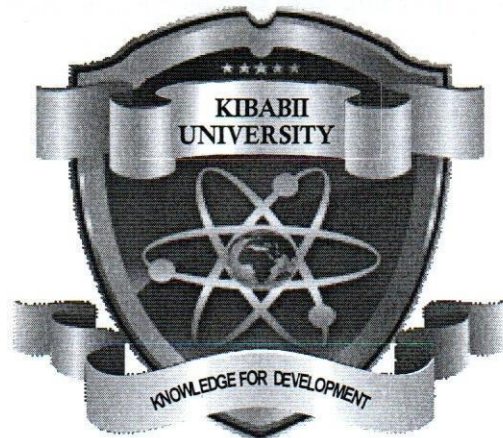


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
MAIN EXAMINATION**

FOR DIPLOMA IN BUSINESS ADMINISTRATION

COURSE CODE: DIB 106

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 14/5/2021

TIME: 2.00PM-5.00PM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

SECTION A; 30MKS ANSWER ALL QUESTIONS;

1. (a) Discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle.(10 marks)
- (b). enumerate the consumer/ buyer process that a consumer undertakes when purchasing products.(10 marks)
- ©.outline the marketing research process that a marketer will undertake in conducting research on the effectiveness of advertising his/her products.(10 marks).

SECTION B; ANSWER ANY TWO QUESTIONS (40MKS);

2. (a) . Unilever , a multinational consumer products manufacturer , would want to introduce a new product into the market " WRINKLESSER" whose main function would be to help reduce wrinkles which appear as a result of old age. Describe the adoption process the company would go through when developing this new product.(10 marks)
- (b).The core marketing concepts help understand the basic principle of marketing. Clearly discuss these concepts.(10 marks)
3. (a).Promotion refers to communicating with the public in an attempt to influence them towards buying a product. Discuss giving examples the factors to consider when selecting a good promotion mix.(10 marks)
- (b). Describe the nature of marketing distribution channels and explain the functions of the distribution channels in a marketing environment.(10 marks)
- 4.(a).State and explain the unique characteristics of services in the market.(4 marks)
- (b).Differentiate between demographic and natural environment and also between political and legal environment.(8 marks)
- c). Describe the pricing methods that a marketing manager can use to price his/her products and services.(8 marks)
5. (a).Define marketing intelligence system and give an overview of how an organization may improve the quality of its marketing intelligence.(10 marks)
- (b).Describe the different models of consumer buying behaviour.(10 marks)