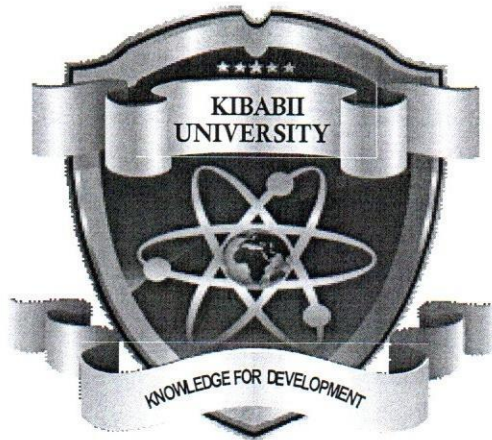


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DIPLOMA OF BUSINESS MANAGEMENT
COURSE CODE: DIB 106
COURSE TITLE: PRINCIPLES OF MARKETING**

DATE: 04/02/2021

TIME: 11.00AM-1.00PM

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

QUESTION ONE

- a. The business environment is divided into various categories, describe these categories and illustrate their composition or components. (10mks)
- b. Consumers differ in their readiness and willingness to adopt a new idea/innovation in the market. Describe these adopter groups for new product acceptance. (10mks)
- c. Distinguish between the following terms and when they can be used in marketing. (10mks)
 - i. Direct Marketing and
 - ii. Indirectmarketing

QUESTION TWO

- a. Zagit enterprises wants to invest heavily in market research, as a manager in this organization explain to shareholders what market research entails why it's prudent to make such an investment. (10mks)
- b. Describe the various bases used while segmenting a consumer market. (10mks)

QUESTION THREE.

- a. Describe how the economic environment might affect a business' operations. (8mks)
- b. Explain reasons why one needs to study and analyze consumer behavior in business. (10mks)
- c. Show your understanding of the term product portfolio. (2mks)

QUESTION FOUR

- a. Discuss the various marketing management philosophies, giving relevant examples as used by organizations in their operations. (10mks)
- b. Explain using appropriate examples, what is meant by segmenting a market on the basis of demographics. (6mks)
- c. Differentiate between the following: (4mks)
 - i. Market Niche
 - ii. Segment

QUESTION FIVE

- a. Elaborate on the importance of conducting an environmental analysis to an organization. (8mks)
- b. As a manager while setting objectives to be achieved by your organization, a certain criteria is to be followed. Explain. (5mks)
- c. Illustrate how individual factors might affect a consumer's behavior and influence their final purchase decision. (7mks)