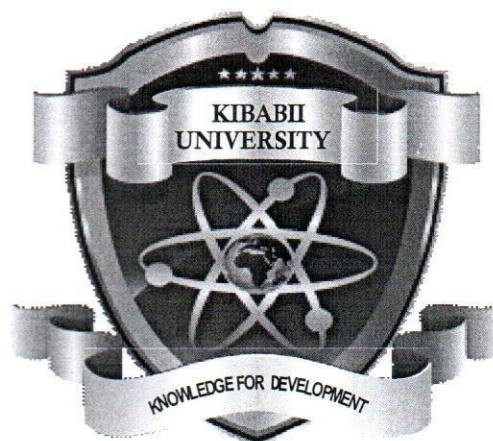


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KIBABII UNIVERSITY



UNIVERSITY MAIN EXAMINATIONS

2019/2020 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)

COURSE CODE: BBM 202

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 10/02/2021

TIME: 2.00 – 4.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

Question One

- a) Outline the marketing research process that a marketer will undertake in conducting research on the effectiveness of advertising his/her products (5marks)
- b) Enumerate the consumer/buyer decision process that a consumer undertakes when purchasing products (5marks)
- c) Identify Michael Porter's 5 forces model in dealing with competition (5marks)
- d) The core marketing concepts help to understand the basic principle of marketing. Clearly discuss these concepts. (5marks)
- e) Promotion refers to communicating with the public in an attempt to influence them towards buying a product. Discuss giving examples the promotion elements used by organizations. (6marks)
- f) Differentiate between demographic and natural environment and also between political and legal environment. (4marks)

Question Two

- a) Just like human beings, a product goes through a lifecycle. Using examples, discuss this statement (10marks)
- b) 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 (10marks)

Question Three

- a) "All products can be differentiated to some extent, but not all brand differences are meaningful and worthwhile." Describe five primary elements of positioning through which a marketing manager can use to position his/her products in the market in reference to this statement (10marks)
- b) Describe five pricing strategies that a marketing manager can use to price his/her products and services (10marks)

Question Four

- a) Boston Consulting Group Portfolio is a tool for strategic marketing planning and used in developing corporate strategy. Discuss the relevance of strategic plan in reference to this statement. (10marks).
- b) Explain five viable variables you would use to successfully segment the market in order to be more competitive. (10marks)

Question Five

- a) The consumer is very important in any business undertaking. Discuss the factors which can influence his behavior if targeted to buy new fashion clothes. (10marks).
- b) Relationship marketing is one of the hottest trends in marketing today. Experts have defined the term in many ways but the bottom line is always getting to know your customers better so you can meet their needs and wants better. Discuss (10marks)