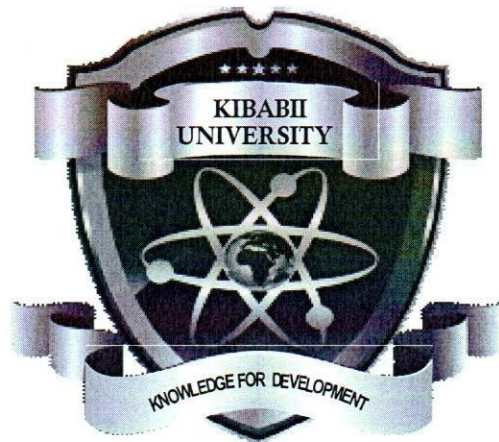


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

MAIN EXAM

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN
COOPERATIVE AND ENTREPRENEURSHIP MANAGEMENT**

COURSE CODE: CMP 121

COURSE TITLE: COOPERATIVE MARKETING MANAGEMENT

DATE: 15/07/2021

TIME: 2.00PM-4.00PM

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 (30 MARKS)

- i) Collective marketing plays a critical role in supporting members of cooperative societies. Outline five benefits of collective marketing (10 MKS)
- ii) Cooperative marketing societies play many functions. Discuss five functions of cooperative marketing organizations in Kenya (10 MKS)
- iii) Explain the following marketing terms (10MKS)
 - a) Need (2MKS)
 - b) Want (2MKS)
 - c) Marketers (2MKS)
 - d) Marketing (2MKS)
 - e) Collective marketing (2MKS)

QUESTION TWO (20 MKS)

- a) Market positioning helps organizations to effectively and efficiently execute marketing objectives. Discuss how you can create effective market positioning strategy for products and service. (10 MKS)
- b) Discuss five challenges faced by collective marketing when implementing market positioning strategies in organizations. (10 MKS)

QUESTION THREE (20 MKS)

- a) There are several participants who play important roles during buying process. Discuss the roles played by buying process participants. (10MKS)
- b) Discuss five factors you may need to consider in cooperative market segmentation to effectively serve their customers. (10MKS)

QUESTION FOUR (20 MKS)

- a) Cooperative Marketing management plays critical role in promoting the marketing of products and services .Outline the cooperative marketing management activities. (10 MKS)
- b) Discuss the contribution of collective marketing towards national development. (10MKS)

QUESTION FIVE (20 MKS)

a) You have been invited to make a presentation to a group of marketing class students on marketing and selling. Differentiate between marketing and selling. (10 MKS)

b) Cooperative marketing mix plays a critical role in marketing process. Discuss the cooperative marketing mix elements which contribute to successful marketing.

(10MKS)