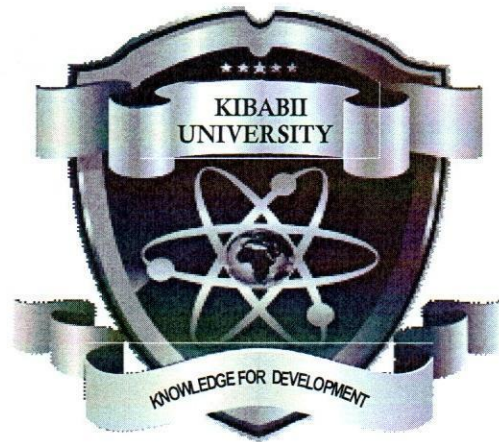


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

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

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 106

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 12/07/2021

TIME: 9:00AM-11:00AM

INSTRUCTIONS TO CANDIDATES

- i) The paper contains **FIVE** questions
- ii) Attempt **THREE** questions
- iii) Question **ONE** is compulsory

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- a) Differentiate marketing from selling (6mks)
- b) Describe giving examples any five core marketing concepts (5mks)
- c) Briefly define marketing environment stating its components (6mks)
- d) Discuss the importance of environmental analysis to business managers (8mks)
- e) Explain why the study of consumer behavior is important to an organization (5mks)

QUESTION TWO

- a) Define the term market segmentation (2mks)
- b) Describe four types of market segmentation that managers can utilize to achieve profitability (8mks)
- c) Discuss five marketing philosophies outlining their significance to a manager (10mks)

QUESTION THREE

- a) Define a marketing mix? (2mks)
- b) Briefly discuss any four elements of the marketing mix (8mks)
- c) Briefly describe five pricing strategies an organization can use to launch a new product in the market (10mks)

QUESTION FOUR

- a) Give four benefits of target marketing to an organization (4mks)
- b) Describe the stages involved in the buyer decision process (10mks)
- c) Briefly describe four types of channels a manager can utilize in marketing (6mks)

QUESTION FIVE

- a) Explain the importance of branding in marketing (4mks)
- b) Discuss why market research is essential for an organizational success (10mks)
- c) Explain three challenges business owners could encounter while venturing into international markets (6mks)