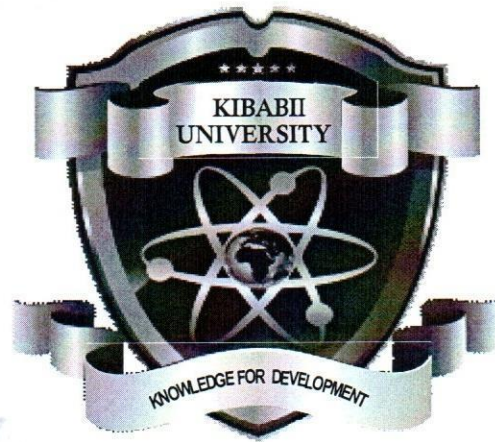


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTALY

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

COURSE CODE: CMP 121

COURSE TITLE: COOPERATIVE MARKETING MANAGEMENT

DATE: 29/09/2021

TIME: 11.00AM-13.00PM

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) Elaborate on the following cooperative marketing management concepts. (10 MKS)
- a) Selling concept (2MKS)
 - b) Product concept (2MKS)
 - c) Production concept (2MKS)
 - d) Marketing concept (2MKS)
 - e) Cooperative marketing (2MKS)
- ii) You have been invited to make a presentation to farmers on the need to form marketing cooperative societies. Outline five roles of marketing in institutional and national development. (10 MKS)
- iii) Cooperative societies are guided by principles through which they put their values into practice. Discuss the cooperative principles. (10 MKS)

QUESTION TWO (20 MKS)

- a) A competitive pricing strategy is adopted by cooperative societies to set the prices of their products or services. Outline five anticipated benefits of embracing competitive pricing strategy by organizations. (10 MKS)
- b) What five challenges must you overcome when you want to set up a competitive price for your products or services. (10 Mks)

QUESTION THREE (20 MKS)

- a) Cooperative marketers employ a number of strategies to comprehend their target markets in order to serve them well. Discuss the various strategies that may be used to understand their target market. (10 MKS)
- b) Cooperative societies just like other organizations do practice corporate social responsibility targeting potential and existing customers. Discuss the underlying principles to be observed by cooperative societies as they discharge their corporate social responsibility activities. (10 MKS)

QUESTION FOUR (20 MKS)

- a) Cooperative marketers are bound to adhere to ethical behaviors as they identify and serve their respective customers. Highlight some of the unethical marketing practices to be discouraged in the market place. (10 MKS)

- b) Buying is a process involving a series of activities which may or may not culminate into actual purchase of product or service. Discuss the buying process of either a product or service in a market. (10 MKS)

QUESTION FIVE (20 MKS)

- a) For marketing to attain its set goals, its channels of distribution of products/services ought to be properly developed. Identify and discuss the various distribution channels. (10 MKS)
- b) 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)