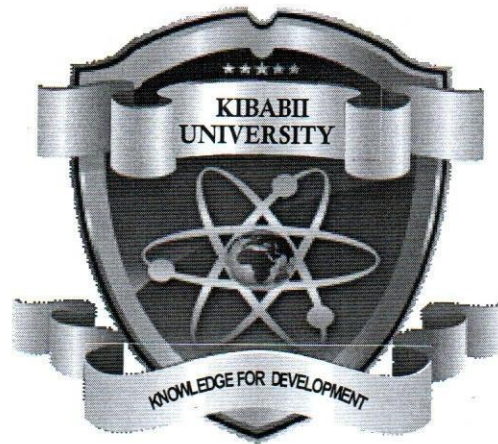


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
MAIN EXAMINATION**

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

DATE: 11/05/2022

TIME: 9.00AM – 11.00AM

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) While out on a company mission to purchase goods for the organization, you saw the statement "Customer is the king" written boldly on door to the store. Can you explain using examples, what the above statement meant. (4 marks)
- b) Describe the promotional mix and illustrate its various components (10 marks)
- c) Describe how a dissatisfied customer will contribute to an organization downfall (6 marks)
- d) Explain how the macro environment may affect an organization marketing activities (10 marks)

QUESTION TWO

- a) Social and personal factors greatly influences a consumer's purchasing behavior. Illustrate (8 marks)
- b) Describe a competitive advantage and how it can be achieved by a business organization (4marks)
- c) Write short notes on the following
 - i. Market
 - ii. Market Niche
 - iii. Target market(8 marks)

QUESTION THREE

- a) Describe the various bases for segmenting a market (10 marks)
- b) Why is it important as a business to conduct an environmental analysis (6 marks)
- c) Illustrate what a marketing offer is and given the types with appropriate examples (4 marks)

QUESTION FOUR

- a) Explain reasons why analyzing consumer behavior should be taken into serious consideration by an organization (10 marks)
- b) Describe giving live proven examples, what social marketing concept refers to (10 marks)

QUESTION FIVE

- a) Differentiate between (4 marks)
 - i. Market positioning
 - ii. Market segmentation
- b) Explain some of the benefits of positioning of a company in the market (8 marks)
- c) Discuss some of the factors that a firm may consider when setting a price strategy for its products (8 marks)