

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION**

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 211

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 21/07/2022

TIME: 2.00 – 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)

- a. There are five main business orientations, each of which has emerged as a response to evolutions in the marketplace. Define these orientation **(10 marks)**
- b. Outline advantages of brand positioning for a company **(3 marks)**
- c. Manufacturers and service companies who brand their products must choose which brand names to use. Outline four strategies for brand name decision **(4 marks)**
- d. List down categories of new product **(3 marks)**
- e. Highlight three pricing techniques commonly used by organizations **(6 marks)**
- f. Differentiate between traditional marketing process and modern process **(4 marks)**

QUESTION TWO

- a. A company's marketing environment consists of the factors and forces that affect the company's ability to develop and maintain successful transactions and relationships with its target customers. Describe MACRO environment factors affecting business operations **(10 marks)**
- b. Smart companies research the buying decision process involved in their product category. They ask consumers when they first became acquainted with the product category and brands, what their brand beliefs are, how involved they are with the product, how they make their brand choices, and how satisfied they are after purchase. Describe consumer buying decision **(10 marks)**

QUESTION THREE

- a. Smart marketers examine such segmentation patterns carefully to better understand the various positions they might take in a market—and the competitive implications. Describe the following method in identifying preference segments **(9marks)**
 - I. Homogeneous preference,
 - II. Diffused preference and
 - III. Clustered preference
- b. Discuss importance of market research for an organization. **(11 marks)**

QUESTION FOUR

The promotional activities always attempt to affect knowledge, attitudes, preferences, and behavior of recipients or buyers. In any exchange activity, communication is absolutely necessary. Every company must therefore be conversant with various promotional mix to achieve their set targets. With practical examples, describe these variables. **(20 marks)**

QUESTION FIVE

As a marketing consultant for Marell Academy school in Bungoma, you have been tasked to design 2022 marketing plan. Provide a practical guidance to management on how to prepare the plan, outlining key areas **(20 marks)**