

**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS  
MANAGEMENT**

**COURSE CODE: BBS 211**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 15/07/2022**

**TIME: 11.00AM – 1.00PM**

**INSTRUCTION TO CANDIDATES**

- 1) The paper contains FIVE questions
- 2) Attempt THREE questions
- 3) Question ONE is Compulsory

KIBU observes ZERO tolerance to examination cheating

### QUESTION ONE (30 MARKS)

- a. Describe five common challenges today's marketers faces. **(10mks)**
- b. Explain four ways to manage ethical issues within **(8mks)**
- c. Discuss the two broad marketing pricing strategies **(4mks)**
- d. With a practical example, define the following terms as commonly used in distribution **(6mks)**
  - I. Exclusive distribution
  - II. Selective distribution
  - III. Intensive distribution
- e. Define two common online challenges faced by customers **(2mks)**

### QUESTION TWO

- a. Clearly, marketing activities should be carried out under a well-thought-out philosophy of efficient, effective, and socially responsible marketing. In fact, there are five competing concepts under which organizations conduct marketing activities. Discuss them **(10mks)**
- b. Direct marketers can use a number of channels for reaching prospects and customers. Describe five channels you are familiar with **(10mks)**

### QUESTION THREE

With the current economic challenges and increased number of informed customers, companies are doing a lot of soul searching to adjust and compete favorably. Discuss current trends companies are responding to the market **(20mks)**

### QUESTION FOUR

As a new consultant with KFC international fast-food restaurant, you have been tasked to design 2022 marketing plan. Guide management on how to prepare a marketing plan, outlining key areas **(20mks)**

### QUESTION FIVE

- a. Describe the common causes of channel conflicts **(10mks)**
- b. Define key decisions an organization need to consider before diving to international markets. **(10mks)**