

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

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

**FOR THE DIPLOMA OF BUSINESS  
MANAGEMENT**

**COURSE CODE: DIB 106**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 27/07/2022**

**TIME: 8.00AM – 10.00AM**

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### INSTRUCTION TO CANDIDATES

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

**TIME: 2 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### **QUESTION ONE**

- a) Explain the features of marketing and their relevancy in the development of the understanding of the concept of marketing (8Mks)
- b) Discuss the major role played by the market intermediaries (5Mks)
- c) Highlight vividly by explaining the various markets reachable by the marketer (8MKs)
- d) Discuss the socio-cultural theories in consumer behaviour (5Mks)
- e) Marketing mix is not a theory of management, discuss (4MKs)

### **QUESTION TWO**

- a) What are the steps involved in determining the marketing mix (10 MKs)
- b) "The buying process starts before the actual purchase" comment. (10marks)

### **QUESTION THREE**

- a) State and explain the various features in the micro-environment (10marks)
- b.) Give a clear distinction between marketing and selling (10marks)

### **QUESTION FOUR**

- a) Define market segmentation and the prerequisite for its success (10 marks)
- b) Identify and discuss the various stages of the product life cycle and how each of the stage affects marketing activities (10marks)