

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

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

**FOR THE DEGREE OF BACHELOR OF COMMERCE  
COURSE CODE: BCO 211  
COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 17/05/2022      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) Discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle. (10 marks)
- (b). Enumerate the consumer/ buyer process that a consumer undertakes when purchasing products. (10 marks)
- (c) Outline the marketing research process that a marketer will undertake in conducting research on the effectiveness of advertising his/her products. (10 marks).

### QUESTION TWO

- (a) . Unilever, a multinational consumer products manufacturer, would want to introduce a new product into the market “ WRINKLESSER” whose main function would be to help reduce wrinkles which appear as a result of old age. Describe the adoption process the company would go through when developing this new product. (10 marks)
- (b).The core marketing concepts help understand the basic principle of marketing. Clearly discuss these concepts. (10 marks)

### QUESTION THREE

- (a).Promotion refers to communicating with the public in an attempt to influence them towards buying a product. Discuss giving examples the factors to consider when selecting a good promotion mix. (10 marks)
- (b). Describe the nature of marketing distribution channels and explain the functions of the distribution channels in a marketing environment. (10 marks)

### QUESTION FOUR

- (a) State and explain the unique characteristics of services in the market. (4 marks)
- (b) Differentiate between demographic and natural environment and also between political and legal environment. (8 marks)
- (c) Describe the pricing methods that a marketing manager can use to price his/her products and services. (8 marks)

### QUESTION FIVE

- (a) Define marketing intelligence system and give an overview of how an organization may improve the quality of its marketing intelligence. (10 marks)
- (b) Describe the different types of the models of consumer buying behaviour. (10 marks)