

# 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: 01/09/2022      TIME: 9.00 – 11.00AM**

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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 why it's important to segment a market. (8 marks)
- b. Write short notes on the following:- (6 marks)
  - i. Market
  - ii. Market Niche
  - iii. Marketing
- c. Illustrate the concept of corporate social responsibility (CSR) and how corporates have used it as a tool for business success giving live feasible examples. (10 marks)
- d. Differentiate between direct marketing and personal selling as tools in marketing. (6 marks)

### QUESTION TWO

- a) Describe the bases for segmenting a market into sub-segments. (10 marks)
- b) Discuss how the micro environment might affect a business and its activities. (10 marks)

### QUESTION THREE

- a) Describe how a dissatisfied customer might affect the company and its relations. (5 marks)
- b) Discuss how economic factors can influence the purchasing behavior of a consumer. (10 marks)
- c) Differentiate between: (5 marks)
  - i. Consumer
  - ii. Customer
  - iii. Stakeholder
  - iv. Publics

### QUESTION FOUR

- a) Describe the consumer adaption process for a new invention in any market. (10 marks)
- b) Describe the term "economies of scale" and how it can be achieved (4 marks)
- c) Discuss the production concept as practiced by business. (6 marks)

### QUESTION FIVE

- a) Differentiate between the following (4 marks)
  - i) Market Research
  - ii) Market Intelligence System
- b) Illustrate the objective of marketing research (6 marks)
- c) Describe the buyer decision making process. (10 marks)