

KIBABII UNIVERSITY



UNIVERSITY EXAMINATION

MAIN EXAMINATION

2021/2022 ACADEMIC YEAR

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 211

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 01/02/2022

TIME: 2.00 – 4.00PM

INSTRUCTION TO CANDIDATES

1. Answer Question **ONE** (Compulsory) and **ANY OTHER TWO** Questions
 2. Candidates must hand in their answer booklets to the invigilator while in the examination room
 3. Credit is given for legibility, clarity and use of relevant examples
 4. Question **ONE** is **30 marks** while Questions 2-5 carry **20 marks** each
 5. Clearly write your **Registration Number** on each answer sheet used.
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TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

QUESTIONS: SECTION A

QUESTION ONE (30 MARKS)

- a. **Marketing** takes place when at least one party to a potential exchange gives thought to objectives and means of achieving desired responses from other parties. Outline roles of a marketing manager in an organization **(10mks)**
- b. Outline importance of market segmentation to the organization. **(4mks)**
- c. Define the following marketing mix **(6mks)**
- I. People
 - II. process
 - III. Physical evidence
- d. Define branding outlining the key elements **(3mks)**
- e. Outline market research process **(7mks)**

QUESTIONS: SECTION B

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. Define **MICRO** environment highlighting its elements. **(12mks)**
- b. Marketers need to be aware that consumer decision making varies with the type of buying decision. Distinguished four types of consumers buying behavior, based on the degree of buyer involvement and the degree of differences among brands

(8mks)

QUESTION THREE

- a. In segmenting consumer markets, marketers can apply various variables in related to consumer characteristics. Outline the common basis for segmenting consumer market. **(10mks)**
- b. A target market consists of a set of buyers sharing common needs or characteristics that the company decides to serve. Discuss the five patterns a company can consider in target market selection. **(10mks)**

QUESTION FOUR

- a. Every company, regardless of size, must research and create new products to maintain or build sales. Describe the process of new product development **(16mks)**
- b. Advertisers must always decide on appropriate media to carry the advertising message. Highlight factors to consider when selecting a channel **(4mks)**

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)**

The end