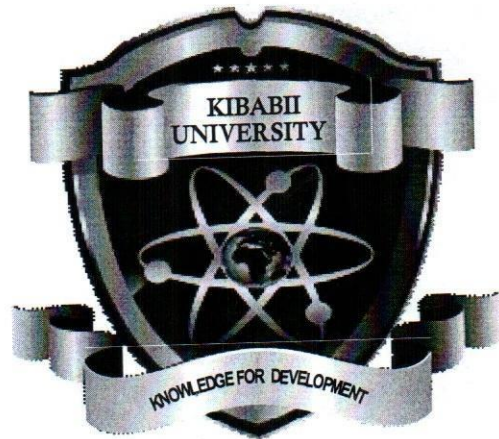


**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**2022/2023 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: 15 DEC 2022**

**TIME: 2:00-4:00 PM**

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**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) You are the newly appointed brand manager for Grooming Partner, an unscented deodorant shampoo aimed at Generation X members. Sales of this brand have been declining for quite some time and recent exploratory research conducted by the company suggests that your brand is no longer price competitive. From your study of marketing, you think that a reconsideration of the market segmentation used previously to better understand the target consumer might be the key to this dilemma. (10 Marks)

b) Growing roses in household gardens is not easy. Angelica Nurseries has developed a rose bush that needs no spraying, pruning, or dusting and has prolific flowering. What advice of direct relevance to this situation would you give Angelica Nurseries to develop brand recognition and sustain consumer loyalty for:

i) Their new product; (5 Marks)

ii) Their product range more generally (5 Marks)

c) Discuss the various problems a marketer would face in introducing new products into the market. Discuss the various problems a marketer would face in introducing new products into the market. (10 Marks)

### QUESTION TWO

Marketing managers in competition with other firms often have to introduce new product lines to keep abreast with competitor's aggression.

a) Examine the stages involved in new product development. (12 marks)

b) Describe the classification of consumer products and give specific examples in each class of consumer products (8 Marks)

### QUESTION THREE

a) M-Kesho is a new service in the Kenyan market. With specific reference to consumer promotion tools, advise the firm behind M-Kesho on the best promotional approaches that the firm could employ. (10 Marks)

b) Enumerate the meaning of product branding, clearly explaining the merits of branding to both the seller and the buyer. (10 Marks)

### QUESTION FOUR

a) Examine the personal factors that would influence the buying decisions of consumer. (10 Marks)

b) Enumerate the meaning of product branding, clearly explaining the merits of branding to both the seller and the buyer (10 Marks)

**QUESTION FIVE**

a) Explain the FIVE roles performed by members of distribution channels. (10 Marks)

b) Describe the a) Explain the FIVE roles performed by members of distribution channels. (10 Marks)