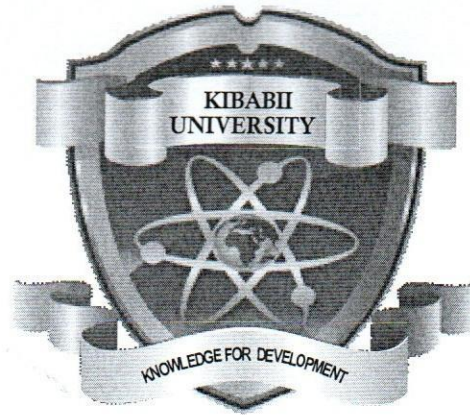


13

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

### SPECIAL/SUPPLEMENTARY EXAMINATION

2019/2020 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DIB 106

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 09/02/2021

TIME: 08.00-10.00AM

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### INSTRUCTIONS TO CANDIDATES

Answer **All** questions in Section A and Any other **TWO (2)** Questions from **section B**

## **SECTION A**

**Answer all questions in section A**

### **QUESTION ONE**

- a) How can you describe the word marketing? (3 Mks)
- b) Discuss the functionality of marketing (7 Mks)
- c) Discuss any theory of marketing and point out its use in marketing (5Mks)
- d) Discuss in details the following terms
  - i. Consumer orientation (5Mks)
  - ii. Competitor orientation (5Mks)
- e) Explain the term post purchase behaviour in consumer behaviour (5Mks)

### **QUESTION TWO**

- a) Wanyama a manufacturer is interested in developing a market segment for his product. What are the benefits that he will derive from this segment? (12mks)
- b) Nanjala intends to purchase a new car, discuss the various stages that she is, likely to go through before arriving at a decision of buying her brand of choice (8mks)

### **QUESTION THREE**

- a) State and explain how the marketing concept evolved (12Mks)
- b) Discuss the importance of marketing concept (8Mks)

### **QUESTION FOUR**

- a) What are the forces in the immediate that affect the company ability to serve its market (11Mks)
- b) Discuss in detail the process of determining the marketing mix (9mks)