



**MACHAKOS UNIVERSITY**  
**University Examinations for 2019/2020 Academic Year**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FIRST YEAR SECOND SEMESTER EXAMINATION FOR**  
**CERTIFICATE IN BUSINESS MANAGEMENT**  
**MARKETING PRINCIPLES**

**DATE: 5/11/2020**

**TIME: 8:30 – 11:30 AM**

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**INSTRUCTIONS.**

**Answer Question One and Any Other Two Questions**

1. a) Marketing philosophy is the thinking or perception of an organization towards marketing activities, Explain the **five** philosophies of Marketing that an organization can utilize. (10 marks)
- b) Explain **five** factors to consider in the choice of a Pricing method. (10 marks)
- c) Explain five objectives that a marketer might have in mind while setting the price of his products market. (10 marks)
2. a) Explain **five** causes of new product failure in the market. (10 marks)
- b) Ann, a Business student in the university is currently undertaking a marketing subject, Explain to her **five** contributions of marketing activities to the national economy. (10 marks)
3. a) Environmental factors affect the performance of an organization, Explain **five** macro environmental factors that affect marketing activities of an organization (10 marks)
- b) Explain **Five** advantages of middlemen in distribution of products (10 marks)
4. a) Explain the **four** marketing mix elements. (10 marks)
- b) Explain **five** causes that make it difficult to develop new products in the market (10 marks)
5. a) Explain the procedure of setting the price of a product. (12 marks)
- b) Explain any **four** forces that can make a marketer to lower the price of his products. (8 marks)