



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS
MANAGEMENT

CBM 104: PRINCIPLES OF MARKETING

Date: 8/12/2015

Time: 8:30 – 10:30 AM

INSTRUCTIONS.

Question One is Compulsory. Answer Any Other Two Questions; All Carry Equal Marks 20 MKS)

1. a) Marketing as a social and managerial process requires clear understanding by all business people. Explain these marketing terminologies as used by the marketers. (10 marks)
 - i) Wants. (2 marks)
 - ii) Demand (2 marks)
 - iii) Product (2 marks)
 - iv) Quality (2 marks)
 - v) Customer value (2 marks)
- b) Explain the role of marketing in developing the society and the economy as a whole. (10 marks)
- c) Marketing research plays a great role in the marketing phenomena. Highlight the steps undertaken in the marketing research process. (10 marks)

2. a) Marketing environment consists of forces that affect marketing. Explain the internal factors that affect any firms marketing strategies. (10 marks)
- b) Highlight the importance of information systems in marketing. (5 marks)
- c) Explain the major factors influencing consumer behavior. (5 marks)
3. a) Highlight the consumer buying process. (8 marks)
- b) Explain the marketing mix variables. (8 marks)
- c) Highlight on the elements of promotion that a marketer can use to communicate to their target market. (4 marks)
4. a) Highlight the stages of a new product development process. (9 marks)
- b) Explain FIVE factors that influence the pricing of any organizations products. (5 marks)
- c) Marketing organization shows how departments are organized. Highlight the three main fundamentals to structuring a marketing organizations. (6 marks)
5. a) Explain the functions of distribution channels in the organization. (10 marks)
- b) Explain the different publics that affect the organizations operations. (10 marks)