



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 SUPPLIES
MANAGEMENT**

CPS 111: PRINCIPLES OF MARKETING

Date: 7/12/2015

Time: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One (1) and Two Others From Section B

Section A – Case study

1 Web TV

It seemed like a couch potatoes dream. A TV with a set top bot that allows you to surf the web and watch TV set despite a \$ 50 million promotion blits only 50,000 subscribers signed up. Nothing was wrong with the product itself which displayed internet information on a standard TV set, it's just that the original owner of the web TV didn't know the market. The problem was the wrong marketing message. The World Wide Web had trouble competing with TV. To people conditioned by the tube, the web is slow static and arcane at least when compared with Star Trek or Bay Watch Vernus. A revamped campaign now emphasizes entertainment over education.

- (a) Explain the problems of the product concept that made the company not to succeed. (10 marks)

- (b) Highlights how the company can use the marketing concept to succeed. (10 marks)
- (c) Outline how the company can practice societal marketing concept. (10 marks)

SECTION B. ANSWER ONLY TWO QUESTIONS

- 2 Explain the factors in the demographic environment that can affect a company's marketing strategy. (20 marks)
- 3 Highlight the shortcomings of secondary data sources. (20 marks)
- 4 Scholarstica is a supplies management student at Ankole University College. She has innovated a detergent but the field is crowded. Explain to her ways she can differentiate her product. (20 marks)
- 5 Discuss consumer buying roles that a person can go through when buying a car. (20 marks)