



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

CERTIFICATE IN SUPPLY CHAIN MANAGEMENT

CPS 111: PRINCIPLES OF MARKETING

DATE: 5/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question One (Compulsory) And Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) What is marketing? (2 marks)
- (b) Explain five orientations in marketing (10 marks)
- (c) State and explain five importance of marketing. (10 marks)
- (d) What is distribution? Using examples distinguish between direct and indirect distribution (8 marks)

QUESTION TWO (20 MARKS)

- (a) What is marketing environment? Using examples, Discuss the various marketing environments for an organization (12 marks)
- (b) Describe the various classifications of products in marketing (8 marks)

QUESTION THREE (20 MARKS)

- (a) Marketing research is a systematic process of analyzing data which involves conducting research to support marketing activities. Discuss the various stages in marketing research. (12 marks)
- (b) Explain the various criteria used in market segmentation (8 marks)

QUESTION FOUR (20 MARKS)

- (a) With examples, explain the various components of the marketing mix. (12 marks)
- (b) Highlight the differences between marketing research and marketing information system (8 marks)

QUESTION FIVE (20 MARKS)

- (a) Using examples, discuss the consumer decision making process. (12 marks)
- (b) Highlight the various intermediaries and their roles in distribution of goods and services. (8 marks)