



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN SUPPLY
CHAIN MANAGEMENT

MARKETING

DATE: 31/5/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

1. a) The concept of exchange is vital both for marketers and managers. Illustrate a simple marketing system explaining the necessary conditions for the exchange. (15 marks)
- b) Products are divided in to two major categories. Explain the forms in which marketing is offered (8 marks)
- c) Branding has a great impact in creating customer loyalty to the consumers. Discuss the benefits of branding to the industry. (7 marks)
2. a) Pricing is a decision that should requires a critical thought in setting. Explain the situations that call for bargaining. (10 marks)
- b) Advertising budgets are affected by five specific factors which are considered in setting the advertising budget. Highlight these factors. (10 marks)
3. a) Marketing environment plays an important role in the business world. Explain the effects of environmental factors on marketing to Nzoia Company. (10 marks)

- b) Marketing research deals with problems related to marketing of goods and services. Explain any five types of marketing decisions which marketing research can help. (10 marks)
4. a) Primary data is more reliable and correct, it is collected in its natural state. Explain any five common methods of collecting data. (10 marks)
- b) International marketing is vital to all marketers for their expansion. Explain the reasons why people go abroad. (10 marks)
5. a) In marketing planning supports all the marketing processes. Explain the importance of marketing planning to business men. (10 marks)
- b) Services are products that are complex in their marketing systems. Explain five forms of nature of services. (10 marks)