



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT

SCIENCES

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF EDUCATION

BACHELOR OF ECONOMICS

BACHELOR OF COMMERCE

BBA 202: PRINCIPLES OF MARKETING

DATE: 8/12/2016

TIME: 2:00 – 4:00 PM

INSTRUCTIONS.

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) For marketers to perform well on consumer markets they must constantly adapt to the ever changing business environment. State and explain the two categories of business environment. (10 marks)
- b) Explain how the marketing mix is the framework upon which marketing is structured (4 marks)
- c) Marketing research involves considerable expenses. Why is it recommended even though a highly experienced marketing manager is available? (8 marks)
- d) Regardless of how well Omo appears to be in relation to other brands in Kenyan market, it has gone through continuous quality improvement. Explain the possible reasons for the quality improvement. (8 marks)

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Products have life cycles that are divided into various stages. With help of an illustration, describe the marketing strategies a marketer would use in each stage (10 marks)
- b) Describe the five marketing concepts under which managers of organizations can conduct their marketing activities. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss five characteristics of services. (10 marks)
- b) Outline the importance of pricing in relation to success of organizations. (10 marks)

QUESTION FOUR (20 MARKS)

Write short notes on the following

- a) Market Skimming (5 marks)
- b) Market penetration (5 marks)
- c) Niche marketing (5 marks)
- d) Mass marketing (5 marks)

QUESTION FIVE (20 MARKS)

- a) Outline five promotional mix tools used by an organization in order to communicate with its customers, both actual and potential. (10 marks)
- b) Describe five variables for segmenting consumer markets. (10 marks)