



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR
BACHELOR OF SCIENCE IN FASHION DESIGN AND MARKETING

BACHELOR OF COMMERCE

BBA 201: PRINCIPLES OF MARKETING

DATE: 22/3/2021

TIME: 2.00-4.00 PM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

Time: 2 Hours

QUESTION ONE (30 MARKS)

- a) Explain briefly four positioning strategies that can be used by a marketing organization. (4 marks)
- b) Describe four criteria that a good research report should satisfy (8 marks)
- c) Products usually go through some stages in their life cycle. Analyze these stages (8 marks)
- d) Explain any five functions of channel members in distribution decisions using viable examples (10 marks)

QUESTION TWO (20 MARKS)

- a) You have won a jackpot of Ksh. 20 million and you are contemplating buying a house. Discuss the process you would go through before acquiring the house of your choice. (10 marks)
- b) Discuss the marketing philosophies that govern operations of marketing activities. (10 marks)

QUESTION THREE (20 MARKS)

- a) Product planners need to think about products and services on five levels. Discuss. (10 marks)
- b) Citing examples, write short notes on specialty goods and unsought goods (5 marks)
- c) Explain the two pricing strategies used when pricing new products (5 marks)

QUESTION FOUR (20 MARKS)

- a) Defend your case for Marketing Research in organizations with five reasons. (10 marks)
- b) Services possess characteristics that highly distinguish them from goods. Explain them. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Defend any five arguments for marketing segmentation (10 marks)
- b) The marketing director of XYZ Company approaches you to scan the environment of the company and submit a written report of your findings. Assess the contents of your report with regards to the controllable variables. (10 marks)