



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 201 PRINCIPLES OF MARKETING

DATE: 26/9/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Write short notes on the following marketing concepts:
 - i. Wants and demands (3 marks)
 - ii. Customer value and customer relationship (3 marks)
- b) Outline the major segmentation variables for consumer markets. (10 marks)
- c) Explain any TWO possible ingredients for a business enterprise's promotion mix. (4 marks)
- d) Highlight four major factors that affect consumer behavior. (4 marks)
- e) Give three reasons why you think marketing information system is different from marketing research. (3 marks)
- f) Explain what personal selling is. (3 marks)

QUESTION TWO

- a) Identify and describe the macro environment of marketing. (10 marks)
- b) Identify the marketing mix of services' (10 marks)

QUESTION THREE

- a) Name at least three marketing strategies you are acquainted with. (10 marks)
- b) List five product mix pricing strategies. (10 marks)

QUESTION FOUR

- a) Clearly identify what is involved in the consumer buying decision process. (10 marks)
- b) Explain briefly:
 - i) Niche marketing strategy (5 marks)
 - ii) Generic marketing strategy (5 marks)

QUESTION FIVE

Discuss the communication mix of marketing. (20 marks)