



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND SEMESTER EXAMINATION FOR DEGREE IN

BACHELOR OF COMMERCE

BBA 201: PRINCIPLES OF MARKETING

DATE: 6/6/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 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) Discuss the two pricing strategies used when pricing new products (5 marks)
- (d) Discuss any five functions of the channel members (10 marks)

QUESTION TWO (20 MARKS)

- (a) Discuss five arguments for market segmentation (10 marks)
- (b) Gamar, a marketing director of XYZ Company approaches you to scan the environment of the company and submit a written report on your findings. Discuss the contents of your report with regards to the controllable variables. (10 marks)

QUESTION THREE (20 MARKS)

- (a) Briefly explain four positioning strategies that can be used by a marketing organization. (4 marks)
- (b) Discuss four criteria that a good research report should satisfy (8 marks)
- (c) Products usually go through some stages in their life cycle. Discuss these stages. (8 marks)

QUESTION FOUR (20 MARKS)

- (a) You have been given Ksh. 55,000 and you are contemplating of buying a laptop. Discuss the process you would go through before you acquire a laptop of your choice. (10 marks)
- (b) Discuss the marketing philosophies that govern operations of marketing activities. (10 marks)

QUESTION FIVE (20 MARKS)

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