



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

SECOND SEMESTER EXAMINATION FOR DIPLOMA IN SUPPLY CHAIN
MANAGEMENT

DPS 109: MARKETING MANAGEMENT

Date: 5/8/2016

Time: 2:00 – 4:00 PM

INSTRUCTIONS.

- ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

- a) Marketing philosophy is the thinking or perception of an organization towards marketing activities, Explain the **five** philosophies of Marketing that an organization can utilize. (10 marks)
 - b) Explain **five** factors to consider in the choice of an advertisement medium (10 marks)
 - c) Explain five objectives that a marketer might have in mind while setting the price of his products market. (10 marks)
- a) Explain **five** causes of new product failure in the market. (10 marks)
 - b) Ann, a supplies student in the university is currently undertaking a marketing subject, Explain to her **five** objectives of studying the unit. (10 marks)
- a) Environmental factors affect the performance of an organization, Explain **five** macro environmental factors that affect marketing activities of an organization (10 marks)
 - b) Explain **Five** advantages of middlemen in distribution of products. (10 marks)

4. a) Explain the **four** types of advertisement (10 marks)
- b) Explain **five** causes that make it difficult to develop new products in the market (10 marks)
5. a) Explain the procedure of setting the price of a product. (12 marks)
- b) Explain any **four** forces that can make a marketer lower the price of his products (8 marks)