



MACHAKOS UNIVERSITY

University Examinations for 2022/2023

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST TERM EXAMINATION FOR

DIPLOMA IN PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

DIPLOMA IN BUSINESS ADMINISTRATION

MODULE II

2903/205 PRINCIPLES AND PRACTICES OF MARKETING

2906/202 MARKETING MANAGEMENT

DATE: 23/3/2023

TIME: 8:30 – 11:30 AM

INSTRUCTIONS TO CANDIDATES

- Answer any **five** question
- All questions carry equal marks
- The paper consists of seven questions.

1. a) Explain any five marketing concepts that a marketer should pay attention to in their execution of marketing activities. (10 marks)
 - b) Marketing activities goes through several processes. Discuss five of these Processes that should be known by marketers. (10 marks)
2. Explain how marketing activities impacts positively towards the economic development of a country. (20 marks)
3. a) Explain the key tasks performed by the sales managers of a given marketing organization. (10 marks)
 - b) Marketing activities is nowadays faced with numerous challenges. Discuss five of these challenges. (10 marks)
4. a) Explain the considerations a marketer should make during the Technological Environment of the Macro- Environmental stage. (10 marks)
 - b) Explain the effects of marketing to the economic development to a country. (10 marks)

5. a) Explain the characteristics of organization behaviour (12 marks)
- b) Discuss the factors that influence consumer behaviour (8 marks)
6. a) Marketing segmentation plays a significant role in marketing activities. Explain the reasons why marketers should segment their markets. (16 marks)
- b) Discuss the requirements for effective marketing segmentation (4 marks)
7. a) Advertisement is an important tool for marketing. Explain the roles played by Advertisement campaigns (12 marks)
- b) Explain the considerations that a marketer may consider in selecting medium to advertise. (8 marks)