



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

THIRD SEMESTER EXAMINATION FOR DIPLOMA IN COOPERATIVE MANAGEMENT

2807/306: MARKETING

Date: 1/8/2016

Time: 8:30 – 10:30 AM

INSTRUCTIONS

Answer All Questions

1.
 - a) Marketing is critical in the business phenomenon, explain the role played by marketing in the society and the whole economy. (10 marks)
 - b) Marketing managers plays an important role in the sales of the entire company. Explain five tasks performed by these managers. (10 marks)
2.
 - a) Critically explain an important role of environmental factors to the marketing activities of an organization. (10 marks)
 - b) Micro environmental factors are vital to any expansion of the organization Explain five publics of Kiriget manufacturing company. (10 marks)
3.
 - a) Studying consumer behavior assist the marketing in getting important clues for decision making. Explain five importance of this study. (10 marks)
 - b) Describe the decision making process for consumer markets for the new product. (10 marks)

4. a) Kelly is a sales executive and would like to buy a lap top .Highlight five sources of information she can use in her search of the best model. (10 marks)
- b) Jotito ltd has introduced a new rage of consumer products in Kenya. Discuss five demographic variables that the company can use to segment the market of their choice. (10 marks)
5. a) Explain five factors that can make a market segment less attractive. (10 marks)
- b) Explain five major activities that company XYZ would undertake in its marketing process. (10 marks)