



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year
SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 201 PRINCIPLES OF MARKETING

DATE: 25/7/2019

TIME: 2:00 – 4:00PM

INSTRUCTIONS: Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

a) Make brief notes on the following concepts:

- i. Differentiated marketing (2 marks)
- ii. Cognitive dissonance (2 marks)
- b) State the data collection methods used in marketing research. (5 marks)
- c) Differentiate between the concepts of needs, wants and demands. (6 marks)
- d) Identify factors considered in internal environment. (5 marks)
- e) Discuss the marketing mix of services (10 marks)

QUESTION TWO

- a) It is argued that every product goes through a product life cycle (PLC). Explain any three strategies a marketer may employ at the maturity stage of the plc, clearly explaining what the maturity stage entails. (8 marks)
- b) Explain three categories of consumer products, and the distribution coverage strategy you would use for each of the categories. Ensure that you use relevant examples. (12 marks)

QUESTION THREE

- a) Name four major factors that affect consumer behavior (4 marks)
- b) Name three inputs of the marketing information system (6 marks)
- c) Decide on a “fictional” consumer product which you wish to bring to market. Propose and describe SIX promotional strategies to attract your target market. (10 marks)

QUESTION FOUR

- a) Describe the concept marketing intelligence (4 marks)
- b) Explain two pricing strategies for a new product. (4 marks)
- c) Mention, at least, three benefits of the marketing information system (9 marks)
- d) Give three reasons why you think marketing information system is different from marketing research. (3 marks)

QUESTION FIVE

- a) Write at least four factors that you consider for effective segmentation (8 marks)
- b) Name the actors and forces of macro- environment that affect marketing. (12 marks)