



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 EDUCATION

BBA 201: PRINCIPLES OF MARKETING

DATE: 27/9/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

SECTION A: COMPULSORY QUESTIONS

1. Case study

CONNECTING COMPANIES WITH CUSTOMERS THROUGH CULTURAL SYMBOLS

What is the hottest- selling brand in the huge urban sportswear Market? What brand has been able to successfully bridge the gap between youth fashion and hip-hop music? If you answered FUBU (“For Us by Us”), you answered correctly. FUBU began 10years ago in the basement of Damon John’s home. John, along with partners Carl Brown, Keith Perrin, and Jay Martin, spent long nights sewing hats and creating hip clothing to sell on the streets of queens, New York. Their goals? To find success in the fashion world and expand African American entrepreneurship. FUBU succeeded where others failed because the company tapped into the cultural heart of inner-city youth. When rap superstar LL Cool J lent his support to the up-and-coming brand, the endorsement brought instant recognition on the streets and in the multimillion -dollar hip-hop music business. Shortly thereafter, electronics giant Samsung backed the company with a lucrative distribution. Today, the NBA, mainstream department stores such as Nordstrom and JC Penney’s, and numerous celebrities are all on the FUBU bandwagon, and most experts agree that the company dominates the fashion market in America’s inner cities. Now FUBU hopes to ride the wave of Hip-hop’s popularity into America’s suburbs, where 70 percent of Hip-hop fans reside.

- a) What strategies does FUBU use to connect with its target market. (20 Marks)
- b) Explain the objects of cultural environment the company uses to its target customers. (10 Marks)
- c) Explain how the company can use Technology to connect with its customers. (10 Marks)

SECTION B: ANSWER 3 QUESTIONS ONLY

2. a) ABC Company is in the process of conducting a survey on the use of its detergents. Explain Four contact methods they may use. (10 Marks)

b) Liz is in the process of buying some clothes. Explain the factors that may influence her to buy a particular cloth. (10 Marks)
3. a) Explain the aspects of family life cycle that may influence a company's strategy to segment its market. (10 Marks)

b) Explain the importance of a company that embraces the marketing concept. (10 Marks)
4. a) Explain the concept of product life cycle. (10 Marks)

b) Highlight the factors that you will consider in pricing a product. (10 Marks)
5. a) Explain the benefits of using many Intermediaries in distributing your products. (10 Marks)

b) Explain the advantages of social marketing in promoting your products. (10 Marks)