



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT
SCIENCES

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
MANAGEMENT

BBA 050: MARKETING PRINCIPLES

DATE: 5/6/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS.

- **Answer Question One and Any Other Two Questions.**
- **Examination Malpractices Will Lead to Discontinuation**

- 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 Business student in the university is currently undertaking a marketing subject, Explain to her **five** contributions of marketing activities to the national economy. (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** promotional mix elements. (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 to lower the price of his products. (8 marks)