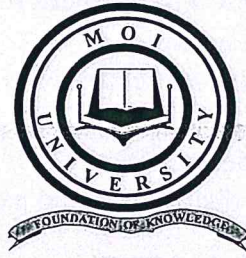


THIS PAPER CONSISTS OF (1) PRINTED PAGE

PLEASE TURN OVER



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR
(ACADEMICS, RESEARCH & EXTENSION)

UNIVERSITY EXAMINATIONS 2022/2022 ACADEMIC YEAR SECOND YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 212/EDB 201

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 2ND AUGUST, 2022 **TIME:** 2.00 PM – 5.00 PM.

INSTRUCTION TO CANDIDATES

- SEE INSIDE.

INSTRUCTIONS: Answer question one and any other three questions

1. a. As an employee of Kim Financial Services, how would you implement principles of marketing in your work area? How will it benefit the company? (8 marks).
b. Explain five basis of market segmentation. (10 marks)
c. Discuss how market intermediaries are necessary for the Kenyan market. (7marks)
2. Placing product decisions can determine whether a company becomes a success in its industry. Give the four levels of distribution and explain the circumstances on which how each level is applicable (15 marks)
3. a. Explain in detail the process that a buyer goes through when deciding to purchase a particular item. (8 marks)
b. When purchasing a laptop and a packet of milk, is your buying behavior the same? Explain your answer. (7 marks)
4. What are the challenges faced in marketing today? Explain you answer with examples. (15 marks)
5. The development of new products, product improvements or product modifications is essential for the continuation of the company discuss the major steps in the product development process. (15 marks)
6. a. Nokia belongs to what product class, explain while giving reasons as to why you think it belongs to that particular class (7 marks)
b. The CEO expressed a commitment in Kenya and Africa which shows that there is potential market, however the Kenyan customer undergoes certain actions when purchasing and using products as well as mental and social processes that influence the purchase of a Nokia handset, discuss the factors influencing consumer behavior. (8 marks)