



MUEO

MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

END OF SEMESTER EXAMINATIONS

**FOR THE DEGREE IN BACHELOR OF
BUSINESS AND ECONOMICS**

EXAM CODE: BBM 212

EXAM TITLE: PRINCIPLES OF MARKETING

DATE: 15TH JUNE, 2017

TIME: 2.00 P.M. -5.00 P.M.

INSTRUCTION TO CANDIDATES

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COURSE TITLE: PRINCIPLES OF MARKETING

COURSE CODE: BBM 212

INSTRUCTIONS

Answer question ONE in section A and any other THREE in section B.

SECTION A

1. A) Marketing Environment forces are critical to the success of marketing efforts. In light of this statement explain opportunities and threats presented by each micro environmental factor To the marketing department **(15 Marks)**

B) Explain the functions performed by middlemen in marketing and advice a newly established organization on situations when direct channel may be appropriate

(15 Marks)

C) Consumer products are those bought by final consumers for personal consumption. Marketers usually classify these goods further based on how consumers go about buying them. Elaborate on those various classifications **(10 Marks)**

SECTION B

2. Before entering a market, a marketer has to segment the market to determine which part of the market is worth going into depending on the companies objectives. Describe the various levels of segmentation the market can choose from. **(20 Marks)**
3. A) Marketing has been criticized because it "makes people buy things they don't really need." Refute or support this accusation. **(10 Marks)**

B) Think of a product or retailer to which you are loyal. What has caused this loyalty? What could a competing product/retailer do to break this loyalty?**(10Marks)**
4. A) The selection of the channels of communication is an important decision in the promotion function. Identify five factors that a marketing manager should consider when selecting media **(10 Marks)**

B) With the help of a diagram discuss the various new product adoption process.

(10 Marks)
5. Using examples, discuss any TEN factors influencing pricing in the transport sector

(20 Marks)
6. Discuss the FIVE important questions the marketing manager must answer to design a winning marketing strategy. How does the manager go about answering these questions? **(20 Marks)**