



MUEO

MOI UNIVERSITY

**OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC
AFFAIRS, RESEARCH & EXTENSION**

**UNIVERSITY EXAMINATIONS
2013/2014 ACADEMIC YEAR**

SECOND YEAR END OF SEMESTER I/II EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 202

COURSE TITLE:- PRINCIPLES OF MARKETING

DATE:- 11TH JUNE, 2014

TIME:- 9.00A.M. - 12.00 NOON.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

THIS PAPER CONSISTS OF (1) PRINTED PAGES

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BBM 202: PRINCIPLES OF MARKETING

SEMESTER ONE EXAM Academic year 2014/2015

Instructions: Attempt Question 1 and any other 3 questions TIME 3 HRS

Question One (Compulsory) (25 marks)

- a) Expound on the various states of demand and the marketing strategies that may be employed on each of them.
- b) Using good examples briefly explain three factors that influence consumer purchasing behavior.
- c) Explain the various ways a marketing manager can collect marketing intelligence to facilitate better decision making in an organization.

Question Two

- a) Clearly discuss the concepts of market segmentation, positioning and targeting with relevant examples
- b) With reference to diffusion of innovation, identify the consumer adoption process giving examples. (15 marks)

Question Three

- a) With reference to marketing mix, discuss the marketing of services and products while giving relevant examples
- b) Distinguish the 5 roles that consumers may play so as to influence a purchase decision (15 marks)

Question Four

Distinguish between Joint Ventures and Foreign Direct Investment as entry strategies to global market place. What are the advantages and disadvantages of each? Use relevant examples

(15 marks)

Question Five

Expound on the concept of societal marketing. Is it relevant to today's global business companies? Discuss.

(15 marks)

Question Six

Exhaustively discuss the impact of macro environmental variables on marketing companies. Use specific examples.

(15 marks)