

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

IGEMBE CAMPUS

EXAMINATION FOR THE AWARD OF BACHELOR OF COMMERCE

BCOM 426: MARKETING AND SOCIETY

STREAMS: ODEL

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 6 /10/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS TO CANDIDATES:

- Answer Question ONE and any other TWO
- DO NOT WRITE ANYTHING on the question paper.

QUESTION ONE – IS COMPULSORY (30 MARKS)

Equitel rolls out 4G network service

Equitel has rolled out its fourth-generation (4G) network service to offer customers improved Internet banking services.

The Equity Group’s mobile virtual network operator said its new 4G broadband service will offer faster browsing speeds to stream, download and upload.

“The new Equitel 4G SIM will address the issues of slow Internet connection and limited data coverage,” Finserve Africa Managing Director and Equity Group IT and Operations Director said.

The SIM cards are available at Equity Bank branches.

The launch comes at a time when the use of digital banking is growing driven by deepened customer shift to cashless transactions in the wake of Covid-19.

Equitel registered 14 percent growth in customer transactions from 65.4 million in the first three months of 2021 compared to a similar quarter last year, according to Equity Group 2021 Q1 results. The value of transactions grew by 163 percent from Sh 160.5 billion to Sh 421.8 billion in the period.

Equity Group posted a 64 percent jump to Sh.8.7 billion in the quarter driven by strong growth in both interest and non-interest income.

QUESTION ONE

REQUIRED

- A.) As the marketing manager, explain some marketing strategies equitel will adopt to increase product uptake. [10 Marks]
- B.) Discuss elements of marketing and society for equitel to be marketable. [10 Marks]
- C.) Enumerate some marketing programs equitel will use to retain existing customers. [10 Marks]

SECTION B – ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

- A.) Explain any four consumer rights contained in the new constitution of Kenya, 2010. [10 Marks]
- B.) As a marketing manager, discuss the elements of green marketing to delegates attending a research conference. [10 Marks]

QUESTION THREE

- A.) As a marketing consultant, explain some of the misleading claims in Food labels. [10 Marks]
- B.) As a marketing consultant, prepare a presentation on the benefits that accrue to organizations that embrace societal marketing concept. [10 Marks]

QUESTION FOUR

- A.) As a marketing Manager at Airtel, discuss the economic responsibility using relevant examples. [10 Marks]
 - B.) As the chief executive officer, discuss some physical hazards commonly found in products. [10 Marks]
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