

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE**

BUST 122/BCOM 221/BCOM 220/BBAM 220: PRINCIPLES OF MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 13/08/2021

11.30 A.M – 1.30 P.M.

INSTRUCTIONS:

- ANSWER ANY FIVE QUESTIONS.

QUESTION

John limited deals with motorcycles. Describe five types of promotion mix elements which the firm may use to market the motorcycles. (20 Marks)

QUESTION

Mongoni limited is in the process of introducing a new product in the market. Explain six factors that may affect product adoption rate. (20 Marks)

QUESTION

Explain five factors which may make a marketing firm to modify its channel arrangements. (20 Marks)

QUESTION

Describe five variables which may be used in behavioural segmentation. (20 Marks)

QUESTION

Mak limited is a new firm that intends to set prices of its products. Explain five pricing objectives that the firm may plan to achieve. (20 Marks)

QUESTION

Explain five challenges which a firm may face due to dissatisfied customers. (20 Marks)
