

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0113: PRINCIPLES OF MARKETING

STREAMS: DBIM (YIS20

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

11.30 A.M. –1.30 P.M.

INSTRUCTIONS

Answer Question ONE (compulsory) and any other two questions

Question 1

- a) Explain on the following marketing terms: (10 marks)
- i. Wants and demands
 - ii. Product and market
 - iii. Customer value and customer relationship
 - iv. Market segmentation
- b) Outline the role of marketing in the society (10 marks)
- c) Discuss any five functions performed by distribution channels in Kenya today (10 marks)

Question 2

- a) Discuss factors that a firm may consider when setting its prices for the products (10 marks)
- b) Explain five factors that may influence customer buyer behaviour (10 marks)

Question 3

- a) Identify the factors that you consider for effective segmentation (10 marks)
- b) With a well labelled diagram, describe the stages of the product life cycle (10 marks)

Question 4

- a) Name and explain the five alternative marketing management philosophies (10 marks)
- b) Explain five reasons why a firm opts to distribute its products directly to customers (10 marks)
