

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/ EMBU/THARAKA

**EXAMINATION FOR THE AWARD OF
CERTIFICATE IN BUSINESS MANAGEMENT**

CIBM 00161: PRINCIPLES OF MARKETING

STREAMS: CIBM

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer Question One and any other Two Questions

Question One

- (a) Write brief notes on the below terms as used in marketing:
- | | |
|-----------------------|-----------|
| (i) Product | [3 marks] |
| (ii) Market | [3 marks] |
| (iii) Needs and wants | [3 marks] |
| (iv) Value | [3 marks] |
- (b) Explain the benefits of carrying out marketing activities to the County governments. [8 marks]
- (c) Marketing is based on certain concepts: Explain the below philosophies clearly showing their application by a marketing firm in conducting its business.
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|-----------------------------------|-----------|
| (i) The product Concept | [5 marks] |
| (ii) The Social Marketing Concept | [5 marks] |
| (iii) The marketing Concept | [5 marks] |

Question Two

- (a) Discuss the internal factors in a firm's internal marketing environment. [10 marks]

- (b) Explain the consumer decision making process. [10 marks]

Question Three

You have been approached by Mambo Poa company Ltd, a company dealing in fresh fruits processing, to explain to staff the below marketing issues:

- (a) Meaning of market segmentation [4 marks]
(b) Meaning of product positioning [4 marks]
(c) Ways of segmenting a market [12 marks]

Question Four

- (a) Explain the challenges facing firms in marketing their products/services in Kenya, [10 marks]

- (b) Discuss the importance of conducting market research to a firm. [10 marks]
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