

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM /BPLM 221: PRINCIPLES OF MARKETING

STREAMS: BCOM Y2S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

2.30 P.M – 4.30 P.M

INSTRUCTIONS

Answer question one and any other two questions

Do not write anything on the question paper

QUESTION ONE

- (a) Discuss the following marketing concepts. [8 marks]
- (i) Needs
 - (ii) Satisfaction
 - (iii) Relationship marketing
- (b) As a marketing manager at unilever, prepare a paper on how to price consumer goods. [8 marks]
- (c) Marketing research over the internet has increased significantly in the past decade. Describe the weaknesses of marketing research conducted online. [8 marks]
- (d) Briefly explain how you can segment markets for consumer goods. [6 marks]

QUESTION TWO

Assume you are the CEO of a car manufacturing company based in Japan. Briefly describe factors that can influence marketing of Japanese cars in Kenya. [20 marks]

QUESTION THREE

- (a) Assume you are a new product manager and you are required to design a distribution strategy. Describe the distribution strategies you will recommend. [12 marks]

(b) Explain the brand strategies that manufacturers can use for new products. [8 marks]

QUESTION FOUR

(a) Briefly describe the concept of labelling in consumer goods. [8 marks]

(b) You have been appointed as a marketing research manager at KCB. Explain data collection techniques you would apply in identifying the needs of customers. [12 marks]
