

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CIBM 00142: PRINCIPLES OF MARKETING

STREAMS: CERT. BUSINESS MANAGEMENT Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 06/08/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question one and any other two questions
- Do not write on question paper

QUESTION ONE

- (a) Explain any five differences between the selling concept and marketing concept. (10 marks)
- (b) Explain any three challenges companies face while undertaking their marketing activities. (6 marks)
- (c) Describe the buyer decision process. (10 marks)
- (d) Distinguish between the following terminologies;
- (i) Consumer and prospect. (2 marks)
- (ii) Need, want and demand. (2 marks)

QUESTION TWO

- (a) Define a product and explain its key components. (10 marks)
- (b) Discuss the technological marketing environment highlighting the current trends in this environment and their effect on the business operations. (10 marks)

QUESTION THREE

- (a) Describe the product life cycle. (8 marks)
- (b) Explain the buyer-readiness stages that consumers normally pass through on their way to making a purchase. (12 marks)

QUESTION FOUR

- (a) Expound on the benefits of branding to buyers, suppliers and consumers. (8 marks)
- (b) Describe any four ways of segmenting consumer markets. (12 marks)
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