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CHUKA & EMBU

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN BUSINESS MANAGEMENT, DIPLOMA IN ACCOUNTING AND
DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT**

DIBM 0113: PRINCIPLES OF MARKETING

STREAMS: DIBM, DIAC, DPLM

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer Question One and any other Two Questions

Question One

A small enterprise in Ndagani Market has appointed you as the head of marketing. Respond to the below marketing issues to the management of the company.

- (a) The importance of carrying out marketing activities to the enterprise. [10 marks]
- (b) The marketing concepts to guide the enterprise in decision making. [10 marks]
- (c) The challenges that you think will face the enterprise in marketing its products. [10 marks]

Question Two

- (a) Explain six factors that influence pricing decisions of a product or service. [12 marks]
- (b) Discuss the internal factors that shape the marketing strategies of a firm. [8 marks]

Question Three

- (a) Explain the conditions necessary for an exchange transaction to occur. [10 marks]
- (b) Discuss any five functions of a market intermediary. [10 marks]

Question Four

Market segmentation is regarded as one of the critical applications of the results of environmental analysis;

- (i) Explain the meaning of market segmentation. [2 marks]
 - (ii) Discuss why firms segment their markets. [6 marks]
 - (iii) Discuss the common criteria for segmenting a market. [12 marks]
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