

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU & THARAKA

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF COMMERCE

BCOM 221: PRINCIPLES OF MARKETING

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS
- DO NOT WRITE ANYTHING ON THE QUESTION PAPER

- Q1. Use your recently acquired skills in principles of marketing to undertake the following:
- (a) Differentiate between the important brand decisions that marketers have to undertake. [10 marks]
 - (b) Identify the developments in the marketing thought during the period of development. [5 marks]
 - (c) Explain various product pricing strategies that an entrepreneur can adopt based on quality and price as the only variables. [6 marks]
 - (d) Clarify to your teammates the possible research approaches they can rely upon to undertake marketing research. [9 marks]
- Q2. Assist your teammates appreciate some aspects of marketing as follows:
- (a) Identify the criticisms leveled against marketing. [10 marks]
 - (b) Differentiate between the possible classifications of store retailers. [10 marks]
- Q3. You are required by your management to induct new employees as follows:
- (a) Expound on the meaning of cultural environment and the cultural characteristics that can affect marketing decisions. [12 marks]
 - (b) Distinguish between the customer categories in the micro-environment. [8 marks]

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Q4. Your local CDF has requested you to address their business community as follows:

- (a) Expound on the meaning of product life cycle (PLC) and distinguish between the strategies that can be adopted at growth stage of the cycle. [10 marks]
 - (b) Distinguish between the possible sources of secondary data. [10 marks]
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