

CIBM 00161

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CIBM 00161: PRINCIPLES OF MARKETING

STREAMS: CIBM

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

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 (COMPULSORY) - 30 MARKS

- (a) Explain any five microenvironment elements that affect a company's ability to serve its customers. [10 Marks]
- (b) Discuss the major bases marketers use in segmenting consumer markets. [8 Marks]
- (c) Describe the stages consumers pass through with every purchase. [5 Marks]
- (d) Define marketing myopia. [2 Marks]
- (e) Highlight the criticisms leveled against marketing and how marketers can respond to such concerns. [5 Marks]

QUESTION TWO

- (a) Explain three differences between marketing concept and selling concept. [6 Marks]
- (b) Discuss the importance of pricing in today's fast changing environment. [4 Marks]
- (c) Identify and explain the promotion mix tools that marketers use to communicate value to customers. [10 Marks]

QUESTION THREE

- (a) With the aid of a diagram, explain the product life cycle of product. [10 Marks]
- (b) Write brief notes on the following:
 - (i) Convenience products [5 Marks]
 - (ii) Technological macro environment. [5 Marks]

QUESTION FOUR

- (a) Discuss any five importances of marketing activities in Kenyan Economy. [10 Marks]
 - (b) List and define the major types of decision behaviour. [10 Marks]
-