

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAMPUS

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

DIBM 0113: PRINCIPLES OF MARKETING

**STREAMS: DIP. IN BUSINESS MANAGEMENT Y1S2 AND DIP. IN PROCUREMENT
Y1S1**

TIME: 2 HOURS

DAY/DATE: FRIDAY 20/04/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer Question ONE and any other TWO questions**

QUESTION ONE

- a) ABC Company Ltd is currently faced with the challenge of branding one of its product. Advise the management of ABC Ltd on product branding decisions they can adopt.(10mks)
- b) Identify and explain clearly six functions that distribution channel members perform (5mks)
- c) Describe the ways in which marketing intermediaries influence marketing activities of an organization (8mks)
- d) Define and explain the importance of the following marketplace core concepts:
 - i. Needs (2mks)
 - ii. Demand (2mks)
 - iii. Market offering (2mks)

QUESTION TWO

- a) All marketing activities should be carried out under a well thought out philosophy. Describe the competing concepts under which organizations can choose to conduct their marketing activities. (10mks)
- b) Marketers can choose from two basic promotion mix strategies: push promotion or pull promotion. Differentiate the two strategies (4 mks)

- c) Discuss the categories of industrial products citing relevant examples (6mks)

QUESTION THREE

- a) Market segmentation is an important aspect of success in marketing; explain the importance of market segmentation to firms(2mks)
- b) Describe the different variables that marketers use in market segmentation.(8mks)
- c) Explain clearly the decision making process that consumers go through when making a purchase (10mks)

QUESTION FOUR

- a) Explain the importance of conducting market research in the marketplace. (4mks)
 - b) Explain systematically how companies develop new products(16 mks)
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