

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS MANAGEMENT

CIBM 00161: PRINCIPLES OF MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 10/08/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

- **Answer question one and any other two questions**

1. (a) Discuss the meaning of marketing? [4marks]
(b) Describe the competing philosophies under which organizations can choose to conduct their marketing activities. [8marks]
(c) Discuss the significance of marketing activities to the county governments. [8marks]
(d) Explain the importance of market research. [10marks]
 2. (a) Discuss the consumer buying decision process. [10marks]
(b) Discuss the factors that influence pricing decisions of a business. [10marks]
 3. The marketing environment consists of forces internal and external to the organization that affects a firm's to develop and maintain successful relationships with its target market. Critically analyze the external marketing environment clearly showing the influence of each factor in making marketing decisions. [20marks]
 4. (a) Market segmentation is an important aspect of success in marketing. Explain the importance of market segmentation to firms. [10marks]
(b) Discuss the criteria commonly used by marketers to segment the market.[10marks]
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