

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**CIBM 00161: PRINCIPLES OF MARKETING**

**STREAMS: Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 18/04/2018**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

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

**QUESTION ONE**

- (a) State and clearly explain the marketing philosophies. (10 marks)
- (b) Explain any five criticism leveled against marketing. (5 marks)
- (c) Discuss the benefits that are associated with products branding. (5 marks)
- (d) Describe any five factors to consider when making packaging decisions. (10 marks)

**QUESTION TWO**

- (a) Using a well labelled diagram, clearly discuss the product life cycle. (12 marks)
- (b) Explain any four factors that influence consumer's buying behavior. (8 marks)

**QUESTION THREE**

- (a) Using relevant examples, explain the macro environment factors that influence marketing activities. (10 marks)
- (b) Explain the meaning of the following terms as used in marketing. (5 marks)

- (i) Demand
  - (ii) Need
  - (iii) Market
  - (iv) Strategies
  - (v) Transactions
- (c) Discuss the importance of marketing in the economy. (5 marks)

**QUESTION FOUR**

- (a) State and explain the variables that a marketer can consider when segmenting the market. (5 marks)
  - (b) Explain five functions of distribution channels. (5 marks)
  - (c) Advice Nandi on the five major product promotion tools he can use to promote his products. (5 marks)
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