
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 220/221/BBAM 220/221/BUST 122/AGBM 221: PRINCIPLES OF MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 13/09/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer any four questions**

1. You have been newly recruited marketing manager at K.C.B, explain how you will prospect for new customers. (25 marks)
 2. You have been recruited by Unilever company, explain to business forum some functions performed by wholesalers. (25 marks)
 3. Explain to local shopkeepers in Ndagani how they will set up prices for the Ndagani community. (25 marks)
 4. You have been employed by Kenya Revenue Authority, explain to Board members how they will develop new products/services. (25 marks)
 5. Marketing is the force behind business, explain. (25 marks)
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