

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF EDUCATION
AND BACHELOR OF BUSINESS STUDIES**

BCOM 220: PRINCIPLES OF MARKETING

STREAMS: BED Y1S2/BUSINESS STUDIES

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO questions.**

QUESTION ONE

Chuka University is holding a seminar for its management and staff. You have been invited by the management as a marketing consultant to describe to the participants the following issues:

- (i) The recent development in business environment that are affecting the strategic role of marketing in organizations. (8 marks)
- (ii) The significance of marketing activities to the Kenyan economy. (8 marks)
- (iii) The competing marketing orientations under which organizations can choose to conduct their marketing activities. (8 marks)
- (iv) The challenges of marketing products and services by the county governments in Kenya. (6 marks)

QUESTION TWO

- (a) Explain the various factors you would consider in making pricing decisions for a newly launched product. (8 marks)
- (b) All managers conducting business must carefully study the political legal structure and analyze the salient issues arising from this environment. Discuss the political factors affecting businesses in the country and the legal aspects governing businesses in Kenya.

(12 marks)

QUESTION THREE

- (a) Discuss the various initiatives, programmes and strategies initiated by both the national and county governments in promoting business activities. (10 marks)
- (b) A local firm marketing its products locally and abroad must make a decision regarding the most suitable channel of distribution to use in selling to the selected market. Explain the factors to be considered in selecting a suitable channel of distribution. (10 marks)

QUESTION FOUR

- (a) Market segmentation is an important aspect of success in marketing. Explain the importance of market segmentation to firms. (6 marks)
 - (b) Discuss the criteria commonly used by business marketers to segment the market with a special references to Kenyan firms. (14 marks)
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