

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

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

STREAMS: Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer ANY FOUR questions.**

QUESTION ONE

Discuss the concept of product life cycle theory within the telecommunication industry sector in Kenya and its role in national economy. (25 marks)

QUESTION TWO

Explain how you will grow businesses in Chuka town through any five specialty products and/or services you prefer. (25 marks)

QUESTION THREE

Discuss any five sales promotion tools you will recommend for business dealing with small and micro enterprises in Tharaka-Nithi County. (25 marks)

QUESTION FOUR

Explain the value proposition for any three the service businesses operating in Chuka town. (25 marks)

QUESTION FIVE

You operate a small and micro enterprise business in Ndagani. Explain to your local business community the various pricing strategies applicable to this sector. (25 marks)
