

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT AND DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0113/0112: PRINCIPLES OF MARKETING

STREAMS: Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/04/2018

8.30 A.M – 10.30 A.M

INSTRUCTION:

- **Answer question one and any other two questions**
- **Do not write anything on the question paper**

1. (a) (i) Define the term marketing

(ii) What is the importance of marketing to a customer, organization and country.

[6marks]

(b) Discuss five steps of customer markets an organization can target. [10marks]

(c) Highlight any four criticisms leveled against marketing and how marketers can respond to such concerns. [4marks]

(d) Explain clearly the various stages consumers pass through when making every purchase. [5marks]

(e) Define the following marketing terms.

(i) Wants [1mark]

(ii) needs [1mark]

(iii) Demands [1mark]

(iv) Marketing myopia. [2marks]

2. (a) Explain the main differences between marketing concepts and selling concept. [6marks]
- (b) Explain the requirements for effective market segmentation. [5marks]
- (c) Identify and explain the steps involved in marketing process that managers need to conduct to obtain the required information for making decisions. [9marks]
3. (a) Discuss the bases for segmenting consumer markets. [8marks]
- (b) Explain any five main functions that market channels perform. [5marks]
- (c) Discuss the current trends in the economic and natural environments that marketers should be aware of and provide examples of company responses to such trends. [7marks]
4. (a) Discuss the major types of buying decision behavior highlighting the type of consumer involvement in each. [8marks]
- (b) Describe the stages of the product life cycle. [10marks]
- (c) Outline any two factors that may affect pricing decisions in an organization. [2marks]
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