

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DIBM 0113: PRINCIPLES OF MARKETING**

**STREAMS: DIBM & DPLM**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 07/08/2018**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS:**

- **Answer questions ONE and any other TWO questions.**
- **Do not write anything on the question paper.**

Q1. As an expert in Principles of Marketing, undertake the following:

- (a) Expound on the basis upon which marketing is criticized for encroaching on consumer's right to privacy. (5 marks)
- (b) Distinguish between the common methods used to set the total promotion/advertising budget. (8 marks)
- (c) Expound on the different contact methods by a researcher undertaking survey research. (8 marks)
- (d) Differentiate between the components/key parts of a product. (9 marks)

Q2. You are called upon to induct new trainees by undertaking the following:

- (a) Distinguish between the possible sources of new product ideas. (10 marks)
- (b) Enlighten marketers on the measures they can take to reduce the price elasticity of their products. (10 marks)

Q3. Naka Traders Ltd is seeking your assistance in undertaking the following task:

- (a) Distinguish between Marketing and Societal Marketing concepts. (5 marks)
- (b) Provide advice on the possible strategies a company can undertake during the introduction stage of the product life cycle. (6 marks)

- (c) Identify the different types of retailers based on relative prices charged. (9 marks)

Q4. As the team leader for your section, you are required to undertake the following:

- (a) Expound on the meaning of technology and trends in technology that marketers should watch carefully. (8 marks)

- (b) Identify the key developments to the marketing thought during the period of Re-conceptualization. (12 marks)
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