

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATIONS FOR THE AWARD OF DEGREE OF BACHELOR
OF COMMERCE AND BACHELOR OF PROCUREMENT AND LOGISTICS
MANAGEMENT

BCOM 221: PRINCIPLES OF MARKETING

STREAMS: BCOM, BPLM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 08/8/2018

8.30 A.M. – 1030 A.M.

INSTRUCTIONS:

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

Q1. Use your expertise in principles of marketing to undertake the following:

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

marks]

(b) Expound on the different contact methods by a researcher undertaking survey research. [8

marks]

(c) Distinguish between marketing and selling concepts. [5 marks]

(d) Identify the different types of retailers based on relative prices charged. [9 marks]

Q2. Your marketing manager has tasked you to undertake the following tasks:

(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. You are required to facilitate a seminar for MSK members as follows:

(a) Differentiate between the components/key parts of a product [9 marks]

(b) Expound on the basis upon which marketing is criticized for encroaching on consumers right to privacy. [5

marks]

(c) Provide your advice on the possible strategies a company can undertake during the introduction stage of the product life cycle. [6

marks]

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

(a) Distinguish between the common methods used to set the total promotion/advertising budget. [8

marks]

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

marks]
