

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF
DIPLOMA IN BUSINESS MANAGEMENT**

DIBM 0113: PRINCIPLES OF MARKETING

STREAMS: DIBM

TIME: 2 HOURS

DAY/DATE: MONDYA 23/07/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer Question One and any other Two**
- **Do not write anything on the question paper**

QUESTION ONE

- (a) Define the term marketing and explain its role in the society to a customer and organizations. [9 marks]
- (b) Explain any five criticisms leveled against marketing and show how marketers can respond to such criticisms. [5 marks]
- (c) Describe the buyer decision making process. [10 marks]
- (d) Distinguish between the following
- (i) Marketer and prospect [2 marks]
 - (ii) Want and demand [2 marks]
 - (iii) Shopping goods and unsought goods [2 marks]

QUESTION TWO

- (a) Identify and describe the major steps involved in developing a new product. [10 marks]
- (b) Explain any four characteristics of services that affects the marketing of services. [4 marks]

QUESTION THREE

- (a) Discuss any five functions performed by market channels. [5 marks]
- (b) Describe any five types of customer markets an organization can target. [10 marks]
- (c) Explain any five factors to consider when setting prices. [5 marks]

QUESTION FOUR

- (a) With an aid of a diagram, describe the product life cycle. [6 marks]
 - (b) Discuss any four promotion mix tools that marketers use to communicate value to customers. [8 marks]
 - (c) Explain any three differences between selling concept and marketing concept. [6 marks]
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