

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MARKETING

DIBM 0113: PRINCIPLES OF MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 12/09/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

QUESTION ONE

Using your expertise in principles of marketing address the following:

- (a) Distinguish between marketing and selling concepts. (6 marks)
- (b) Expound on any four types of consumer products. (8 marks)
- (c) Explain the meaning of economic marketing environment and the trends in the economy that marketers should watch carefully. (8 marks)
- (d) Describe any four types of consumer markets an organization can target. (8 marks)

QUESTION TWO

- (a) Identify and explain various possible sources of new product ideas. (10 marks)
- (b) Explain any five factors that firms should consider when setting up prices. (10 marks)

QUESTION THREE

- (a) With an aid of a diagram, describe the product life cycle. (7 marks)
- (b) Expound on the basis upon which marketing is criticized for encroaching on consumer's rights to privacy. (5 marks)
- (c) Explain any four factors to be considered when selecting channels of distribution. (8 marks)

QUESTION FOUR

- (a) Expound on any (4) contact methods that a researcher can use when undertaking a survey research. (8 marks)
 - (b) Identify and describe the major steps involved in developing a new product. (12 marks)
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