
CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA / EMBU**

**EXAMINATION FOR THE AWARD DEGREE OF
BACHELOR OF COMMERCE**

BCOM 221/220: PRINCIPLES OF MARKETING

STREAMS: BCOM Y2 S1 & BED (BUSINESS STUDIES) Y1 S2

TIME: 2

HOURS

DAY/DATE: THURSDAY 9/04/2020

2.30 P.M - 4.30 P.M.

INSTRUCTIONS

- Answer Question One and any other Two Questions.

QUESTION ONE

You have been appointed as the marketing officer of Ndagani metal dealers Ltd. The firm has been in operation for the last one year and has been struggling to remain afloat in the competitive market. Your first task is to create awareness of the firm's products to increase product penetration country wide. Discuss the below marketing issues to be included in your proposal to the company management:

- a) The importance of carrying out environmental analysis. [8 Marks]
- b) The key areas of conducting market research of interest to the firm. [8 Marks]
- c) The main product decisions to be included in the firm's making strategy. [6 Marks]
- d) The factors that will influence the firm's distribution decisions. [8 Marks]

QUESTION TWO

- a) Discuss the influence of the Kenyan political environment in the choice of a marketing strategy by a firm. [12 Marks]
- b) Marketing is considered as one of the critical management functions of any successful organization. Discuss the role of marketing to an organization and the economy. [8 Marks]

QUESTION THREE

- a) Marketing communication is one of the most critical functions of any business. Describe any six promotion decisions that a manager can use to communicate to the potential market. [12 Marks]
- b) Discuss the challenges facing Kenyan firms in managing marketing activities. [8 Marks]

QUESTION FOUR

- a) Understanding an organization’s consumer and their behavior is important in making key business decisions. Explain the below issues important to any manager in making marketing decisions.
 - i. Types of buying decision behaviour. [6 Marks]
 - ii. Psychological factors influencing purchase and consumption decisions. [8 Marks]
 - b) Explain the concept and significance of Market positioning to a firm. [6 Marks]
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