

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 220: PRINCIPLES OF MARKETING

STREAMS: BED Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

QUESTION ONE

Mambo Mazuri Company Ltd, a small firm dealing in the processing and export of fresh fruit products has appointed you as head of marketing. Explain to the company management the below marketing issues:

- (a) Importance of carrying out marketing activities for the firm. [10 marks]
- (b) The reasons of conducting market research. [10 marks]
- (c) The types of consumer buying behavior that will influence the buying decisions of its consumers. [10 marks]

QUESTION TWO

- (a) In setting the original price of a new product, the marketing manager needs to consider more than the cost of production. Explain five other factors in making pricing decisions. [10 marks]
- (b) Discuss the influence of economic factors in making marketing decisions of a firm. [10 marks]

QUESTION THREE

A group of coffee farmers in Meru county have registered a company for processing and packing coffee for local and international market.

(a) Discuss five internal factors that will influence the choice of their marketing strategy.

[10

marks]

(b) Explain five factors to consider in the selection of its distribution strategy. [10 marks]

QUESTION FOUR

(a) Discuss the competing concepts of marketing that guide the decisions of managers.

[10

marks]

(b) Explain the meaning of market segmentation, and explain four common basis for segmenting a market. [10 marks]
