

CHUKA



UNIVERSITY

SUPPLEMENTARY/ SPECIAL EXAMINATIONS

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

BCOM 221/BCOM 220/BUST 122/BBAM 220: PRINCIPLES OF MARKETING

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: MONDAY 01/02/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

ANSWER ANY FOUR (4) QUESTIONS

Question One

Using local examples, describe the factors influencing consumer behavior in the case of a local Kenyan environment. **(25 Marks)**

Question Two

Explain the concept of Positioning giving relevant examples. **(25 Marks)**

Question Three

Using local examples, explain how firms operating in the Banking sector are using the product concept. **(25 Marks)**

Question Four

Explain the internal considerations in the selection of a distribution channel for firms operating in Kenya. **(25 Marks)**

Question Five

Compare and contrast advertising and public relations methods of promotion. **(25 Marks)**
