

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 221: PRINCIPLES OF MARKETING

STREAMS: BCOM Y2S2 (ODEL)

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/10/2021

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE (compulsory) and any other TWO questions.**
- **Do not write anything on your question paper.**

QUESTION ONE

- (a) Explain the requirements for an effective market segmentation. (5 marks)
- (b) Identify any five internal elements of the marketing environment showing how they affect marketing activities and provide ways marketers can respond to their effect. Take a scenario of an organization familiar to you. (10 marks)
- (c) Discuss any five factors that may influence price decisions in any organization. (10 marks)
- (d) Distinguish between the possible sources of new product ideas. (5 marks)

QUESTION TWO

- (a) Elaborate on any five classifications of consumer products. (10 marks)
- (b) Explain any five common methods used to set the total promotion/advertising budget. (10 marks)

QUESTION THREE

- (a) Explain the major branding strategies a company can undertake. (10 marks)

- (b) Discuss the social criticism levelled against marketing and provide strategies marketers can use to respond to such concerns. (5 marks)
- (c) Expound on the two main approaches for new product pricing. (5 marks)

QUESTION FOUR

- (a) Expound on any five types of customer markets an organization can target. (10 marks)
 - (b) Distinguish between the selling concept and marketing concept. (5 marks)
 - (c) Pinpoint any six functions of marketing distribution channels. (5 marks)
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