

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

**RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS EXAMINATION FOR THE
AWARD OF DEGREE OF BACHELOR OF**

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

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 4/5/2021

11.30 A.M - 1.30 P.M.

INSTRUCTIONS

- Answer any four questions

QUESTION ONE

ABC limited is in the process of introducing a new product in the market. Explain six factors that may affect the product adoption rate. (25 marks)

QUESTION TWO

Explain five instances when a marketing firm may maintain constant prices for its products. (25 marks)

QUESTION THREE

Discuss five factors that a firm should consider when designing a promotion mix. (25 marks)

QUESTION FOUR

Why is understanding consumer behavior so important for companies? Think of examples where you do not think companies understood their consumers? (25 marks)

QUESTION FIVE

Explain five ways in which application of marketing concepts guides a firms efforts in achieving its marketing goals. (25 marks)

