

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

**RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE,
BACHELOR OF BUSINESS MANAGEMENT**

BCOM221/BCOM 220/BBAM 220/BUST 122: PRINCIPLES OF MARKETING

STREAMS: BCOM, BBAM, BUST

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/08/2021

2.30 P.M - 4.30 P.M.

INSTRUCTIONS

- Answer any five questions.

QUESTION ONE

Explain the variables that a marketing manager should consider when segmenting a market on behavioural basis. (20 Marks)

QUESTION TWO

Describe five characteristics of a product that is in its maturity stage in the product life cycle. (20 Marks)

QUESTION THREE

Ndagani limited has a wide range of distributors. Explain ten ways in which such distributors can be motivated. (20 Marks)

QUESTION FOUR

Dirisha limited has been advised to use newspapers to advertise its products. Explain such benefits of using this media. (20 Marks)

QUESTION FIVE

Explain the circumstances under which the consumers of a product would be less price sensitive.
(20

Marks)

QUESTION SIX

Explain five reasons why a firm should adopt the right marketing mix for its products.(20 Marks)

.....