

CHUKA UNIVERSITY

DEPARTMENT OF BUSINESS ADMINISTRATION

- BCOM 221
- PRINCIPLES OF MARKETING
- BACHELOR OF PROCUREMENT AND LOGISTIC MANAGEMENT
- BACHELOR OF CO-OPERATIVE MANAGEMENT
- Y2S2

CHUKA/MAIN CAMPUS—70 STUDENTS

- 0755-994142

INSTRUCTIONS

- SECTION A-QUESTION ONE (1)- IS COMPULSORY
- SECTION B-ANSWER ANY OTHER TWO QUESTIONS

QUESTION ONE- IS COMPULSORY (30 MARKS)

A.) In consumer marketing, distinguish between the ways in which marketers may use the elements of the marketing mix for relationship marketing, as opposed to market-mediated forms of exchange. **(10 Marks)**

B.) How may marketers' desire to meet customer expectations affect the riskiness of their products and services? **(10 Marks)**

C.) Discuss the product life cycle theory and various strategies that firms adopt. **(10 Marks)**

SECTION B-ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

A. Critically analyse the basic feedback that social psychologists use to explain factors influencing consumer behaviour. Use real life examples wherever appropriate. **(10 Marks)**

B. Discuss how a distribution channel add value to businesses in Kenya? **(10 Marks)**

QUESTION THREE

A. As the marketing manager for an automobile company, you have been asked by the director to devise a consumer market segmentation strategy for a new small car to be launched soon. What major segmentation variables would you consider for this purpose? Justify your answer using appropriate rationale. **(10 Marks)**

B. Describe, using examples, Price strategies that companies usually use to account for various customer differences and changing situations. **(10 Marks)**

QUESTION FOUR

A. Explain five ways in which application of marketing concepts guides a firms efforts in achieving its marketing goals. **(10 Marks)**

B. Critically analyse the elements of Integrated Marketing Communications in a changing media and communications landscape. **(10 Marks)**