

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF BACHELOR DEGREE IN
ANIMAL SCIENCE**

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

STREAMS:

TIME: 2

HOURS

DAY/DATE: MONDAY 16/11/2020

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Any Four (4) Questions

Question One

Discuss the direct and indirect channels of distribution in terms of merits and demerits and bring out important factors that influence channel of distribution and selection decision.(25 Marks)

Question Two

Buyers are presumed to display patterned and predictable buying behaviors. Discuss types of buying behaviors. (25 Marks)

Question Three

Using examples explain the concept of product life cycle with respect to meeting competition. (25 Marks)

Question Four

Explain the concept of advertising and describe factors which contribute in increasing viewer attention in a Television advertisement. (25 Marks)

Question Five

As a marketing manager, discuss any ten pricing strategies used to achieve the company's objectives. (25 Marks)