

CHUKA



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CHUKA/CHOGORIA/EMBU CAMPUS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT, BACHELOR OF
COMMERCE AND BACHELOR OF COOPERATIVE**

BCOM 221: PRINCIPLES OF MARKETING

STREAMS: BEEM, BCOM, BCOP

TIME: 2 HOURS

DAY/DATE: TUESDAY 09/04/2024

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- **Answer question one and any other two questions**

Question one

You have been appointed as the marketing director of Mazao Farmers' Cooperative society. The firm has been in operation for the last two years and has been struggling to remain afloat in the competitive local and global market. Discuss the below marketing issues to be included in your proposal to the company management in improving its sales revenue:

- a) The importance of carrying out marketing activities for its products. (10 marks)
- b) Factors to consider in the selection of its distribution strategy in growing the market share. (10 marks)
- c) The internal psychological factors that may influence the behaviour of its target market. (10 marks)

Question two

- a) Discuss the influence of the Kenyan technological environment in the choice of a marketing strategy by a firm. (10 marks)

- b) Marketing communication is one of the most critical functions of any business. Describe any five promotion decisions that a manager can use to communicate to the potential market. (10 marks)

Question three

- a) Grouping and classifying the target market according to consumer traits is an important marketing decision by a manager. Discuss the various ways on segmenting a market showing the relevance of each in the competitive market place. (10 marks)
- b) Explain the common market research profiles and scope that marketers must consider in conducting marketing research. (10 marks)

Question four

- a) Understanding an organization's consumer and their behaviour is important in making key business decisions. Explain four types of buying decision behaviour. (8 marks)
 - b) Discuss six roles of the market intermediaries in the company's value chain. (12 marks)
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