

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESITS/SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMERCE**

BCOM 221/BCOM 220: PRINCIPLES OF MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 28/8/2023

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS

ANSWER ANY FIVE QUESTIONS

QUESTION ONE

Explain five reasons that may contribute to slow adoption of a new product in the market.

(20 Marks)

QUESTION TWO

Explain five ways in which customers may interpret a firm's reduction in Product prices.

(20 Marks)

QUESTION THREE

Ndaganiltd has lately adopted aggressive sales promotion on its products. Explain five reasons why this move could be detrimental to the organization in the long-run.

(20 Marks)

QUESTION FOUR

Organizations derive certain benefits from adopting the marketing concept philosophy in their marketing operations. Explain five such benefits. (20 Marks)

QUESTION FIVE

Explain five areas that channel members maybe trained on in order to perform their roles more effectively. (20 Marks)

QUESTION SIX

Discuss six causes of customer dissatisfaction in a service business. (20 Marks)

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