

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
MAIN/CHOGORIA CAMPUS**

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 220: PRINCIPLES OF MARKETING

STREAMS: BUST Y1S2

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

8.30 A.M. –10.30 A.M.

INSTRUCTIONS

Answer Question One and any other Two Questions

Question One (30 Marks)

Chuka University has appointed you to the Marketing and Research Committee. The key mandate of the committee is to advise the university on the appropriate marketing activities to include in its marketing strategy. Explain to the committee the below marketing issues:

- a) The benefits of marketing the University programs (10 marks)
- b) The product mix strategies to be included in the university's marketing program (10 marks)
- c) The influence of social-cultural factors in shaping the marketing decisions of the university (10 marks)

Question Two

- a) Explain the importance of understanding the behaviour of the potential target market to a firm. (10 marks)
- b) Discuss the customer buying roles that influence the marketing mix decisions of a firm. (10 marks)

Question Three

In the last decade, many organizations are setting up well equipped market research and information centers in their endeavor to respond to the changes in the dynamic environment:

- a) Discuss the importance of conducting market research (10 marks)
- b) Explain five communication mix strategies to be included in a promotion program for a firm for competitive advantage (10 marks)

Question Four

- a) Explain the meaning of market segmentation, and explain four common bases for segmenting a market (10 marks)
 - b) Explain five factors to consider in the selection of a distribution strategy (10 marks)
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