

CHUKA UNIVERSITY

CIBM 00142: PRINCIPLES OF MARKETING

MAY 2025

RESIT/SPECIAL EXAM

STREAM: CIBM, Y1 S2

INSTRUCTIONS:

- **ANSWER QUESTION ONE AND ANY OTHER TWO**
- **DO NOT WRITE ON THE QUESTION PAPER**

QUESTION ONE

Assist your teammates appreciate some aspects of marketing as follows;

- a) Explain the differences between the selling concept and marketing concept (5mks)
- b) Outline the importance of marketing to your country's economy (5mks)
- c) Describe the major bases marketers use in segmenting consumer markets (10mks)
- d) Identify any five internal elements of the marketing environment showing how they affect marketing activities (10 mks)

QUESTION TWO

Help induct newly recruited sales personnel as follows;

- a) Discuss five functions of marketing distribution channels (10 mks)
- b) Discuss any five factors that may influence pricing decisions in any organization (10mks)

QUESTION THREE

As an expert in marketing undertake the following;

- a) Expound on the benefits of branding to buyers (10mks)
- b) Identify and explain the promotion mix tools that marketers use to communicate value to customers. (10MKS)

QUESTION FOUR

As the head of marketing department of Shenan Workstation department LTD, facilitate a management forum as follows;

- a) Define the term 'consumer behavior' and explain four types of buying decision behavior (10 mks)
- b) Identify and discuss five factors influencing consumer behavior (10 marks)

