



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN PROCUREMENT AND LOGISTICS MANAGEMENT

DPLM 0113: PRINCIPLES OF MARKETING

STREAMS: DPLM Y1S1 ODEL

TIME: 2 HOURS

DAY/DATE: FRIDAY 13/12/2024

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer question one and any other two questions**
- **Do not write anything on the question paper.**

QUESTION ONE

- (a) As a Marketer in your firm, explain to the management various basis for segmenting a market (8 marks)
- (b) Define the term Marketing and explain the role of marketing to the consumer and to the Organization (10 marks)
- (c) Distinguish between the following
- (i) Need and Want (2 marks)
 - (ii) Customer Value and Customer Satisfaction (2 marks)
 - (iii) Shopping goods and Unsought goods (2 marks)
- (d) Distinguish between Marketing and Selling Concept (6 marks)

QUESTION TWO

- (a) Identify and describe the process adopted in New Product Development (12 marks)
- (b) Identify and explain four pricing Policies or approaches (8 marks)

QUESTION THREE

- (a) Briefly explain factors to considered when selecting channels of distribution. (10 marks)

- (b) Distinguish between pull and push promotional strategies (6 marks)
- (c) Identify and explain four levels of market segmentation (4 marks)

QUESTION FOUR

- (a) Expound on any five functions of channel members (10marks)
- (b) Clearly describe the product life cycle (10marks)
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