

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 221: PRINCIPLES OF MARKETING

STREAMS: BCOM Y2S2 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

Question One

- a) Explain why it is important for a firm to carry out an environmental assessment in the choice of its marketing strategy. (10marks)
- b) Discuss the influence of the current Kenyan political environment in decision making by firms in the private sector. (10marks)
- c) Discuss five organizational factors that will influence the choice of a firm's marketing strategy. (10marks)

Question Two

A group of dairy farmers in Tharaka Nithi County have registered a company for processing milk for the local and international market.

- a) Suggest and explain five distribution strategies to be used by the group in reaching the target market. (10marks)
- b) Explain five factors to consider in the selection of the most effective communication mix for the target consumer. (10marks)

Question Three

- a) Discuss the competing philosophies of marketing that guide the decisions of managers. (10marks)
- b) Explain the meaning of market segmentation, and explain four common basis for segmenting a market. (10marks)

Question Four

- a) Explain any five research areas of conducting marketing research of interest to a firm. (10marks)
 - b) Understanding an organization's consumer and their behavior is important in making key business decisions. Explain the types of buying decision behavior. (10marks)
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