

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATION**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE
BCOM 221/BCOM 220/BBAM 221: PRINCIPLES OF MARKETING**

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: FRIDAY 01/09/2023

2.30 P.M – 4.30 P.M.

INSTRUCTIONS

ANSWER ANY FIVE QUESTIONS

QUESTION ONE

Discuss five areas in which a company may differentiate itself from others in order to remain competitive. **(20 Marks)**

QUESTION TWO

Ndagani limited has been advised to use newspapers to advertise its products. Explain five benefits of using this media. **(20 Marks)**

QUESTIONTHREE

Discuss five factors that may influence the adoption rate of an innovation in marketing. **(20 Marks)**

QUESTION FOUR

Ndagani company has adopted the product philosophy in its marketing operations. Explain five disadvantages of adopting this philosophy. **(20 Marks)**

QUESTION FIVE

Discuss five reasons why a firm should adopt the right marketing mix for its products. **(20 Marks)**

QUESTION SIX

Ndagani firm has been experiencing a gradual decline in sales for the last two years. Explain six factors that may contribute to the decline. **(20 Marks)**
