

CHUKA UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN

DIBM 0113: PRINCIPLES OF MARKETING

STREAMS: DIPLOMA Y1S2

TIME: 2HOURS

DAY/DATE April 2025

INSTRUCTIONS

- Answer question ONE and any other two questions
- Do not write on the question paper

**Question one**

- (a) Distinguish between markets, marketing, customer satisfaction , consumer needs (4mks)
- (b) Explain the importance of marketing to the consumer (7mks)
- (c) Explain the benefits of branding to the manufacturing firm (6mks)
- (d) Briefly explain the importance of market intermediaries (6 mks)
- (e) Explain the major economic factors that influence marketing activities (7mks)

**Question Two**

- (a) With the aid of a diagram, briefly explain the product life cycle (PLC). (12mks)
- (b) Briefly explain the factors to consider when selecting market intermediaries. (8 mks)

**Question three**

- (a) State and explain three methods of segmenting consumer markets. (10mks).
- (b) Briefly explain the cultural factors that influence on consumer behavior (10mks).

**Question Four**

- (a) Briefly explain the following promotion methods:
  - i) Advertising (5mks)
  - ii) Sales promotion (5mks)
- b Explain the factors you would consider in determining prices for consumer goods (10mks)

