

CHUKA



UNIVERSITY

RESIT / SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS
MANAGEMENT**

CIBM 00142: PRINCIPLES OF MARKETING

STREAMS:

TIME: 2 HOURS

DAY/DATE: MAY 2025

INSTRUCTIONS:

- **Answer Question ONE and any other two questions**
- **Do not write on question paper**
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QUESTION ONE

- a) As a marketer in Bahati Enterprise , explain to the management various basis for segmenting a market
(8 Marks)
- b) A market does not operate in a vacuum but in an open environment. It operates in a dynamic environment for survival. Describe the external marketing environment, showing its effect on marketing activities
(10 Marks)
- c) Explain any five criticisms leveled against marketing and show how marketers can respond to such criticisms.
(7 Marks)
- d) Distinguish between marketing concept and societal marketing concept
(5 Marks)

QUESTION TWO

- a) Expound on any five internal factors that may affect pricing decisions in an organization
(10 Marks)
- b) Discuss any four promotion mix tools that marketers use to communicate value to customers
(10 Marks)

QUESTION THREE

- a) Describe any four characteristics of services used by organization that affects marketing of services (8 Marks)
- b) Differentiate between push and pull promotional strategies (6 Marks)
- c) Identify any six functions of distribution channels (6 Marks)

QUESTION FOUR

- a) Discuss the importance of marketing in the society (10 Marks)
 - b) Various stakeholders in the business environment have criticized marketing in the recent times. Discuss the statement (10 Marks)
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