

**CHUKA UNIVERSITY**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

- **BCOM 221/ BCOM 220/ BBAM 221**
- **PRINCIPLES OF MARKETING**
- **SPECIAL/RESIT EXAM**

**NUMBER OF CANDIDATES—7 STUDENTS**

- **0755-994142**

**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)**

**QUESTION THREE**

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)**