



## **BCM200|BUS2323: Principles of marketing**

### **ONLINE CLASS**

#### **Instructions**

- i) This exam paper contains SIX questions containing 10 marks each.**
- ii) Answer Question 1 (COMPULSORY) and any other THREE questions**
- iii) Read each question carefully before attempting.**

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#### **QUESTION ONE**

- a) Marketing does not operate in a vacuum. It is affected by the various environmental factors. Explain two internal environmental factors affecting marketing (4 Marks).
- b) You have been hired as a marketing manager of Safaricom limited. When you reported, you found out that there are challenges facing the organization in regards to marketing. Given the knowledge you have acquired in school, discuss three marketing challenges the organization is likely to face when it comes to digital marketing (6 marks).

#### **QUESTION TWO**

- a) Explain two benefits of market segmentation to a fashion designer (4 Marks).
- b) Kings and Queens Boutique is a newly incorporated firm that deals with fabric. The firm is considering to set a price tag for its products. Discuss three internal factors affecting the pricing strategy that the boutique is likely to adopt. (6 Marks).

#### **QUESTION THREE**

- a) As a marketing manager in Kiwi Limited, discuss two reasons why it is important for the marketing manager to understand consumer behavior (4 Marks).

- b) Caren is tasked with the responsibility of selecting the best channel of communication when promoting bread. Discuss three factors that Caren will consider when selecting the media of promotion. (6 marks)

#### **QUESTION FOUR**

- a) Middle men are important component of the supply chain. Discuss two reasons why a firm may prefer to sell products through the middlemen rather than selling directly to the customer (4 Marks).
- b) Marketing operates through certain concepts that holds the foundation to the discipline. Discuss three marketing philosophies that you know. (6 Marks).

#### **QUESTION FIVE**

- a) Discuss two characteristics of services that makes them unique from products (4 Marks).
- b) James has come up with a new system that enables Kenyans to have their tokens loaded in the meter automatically once purchased. This system once adopted will make the process simpler for Kenyan people. Discuss any three factors that will influence the rate of adoption of this new system. (6 Marks).

#### **QUESTION SIX**

- a) Discuss two factors that a marketing manager of Bata Shoe Company would consider when setting up an advertising budget. (2 Marks).
- b) Postal Corporation of Kenya is a leading courier service provider with a huge network. However, they are not getting the desired number of clients that want to send mails. Discuss the product life cycle of mailing services provided by the state corporation. (8 Marks).

