



BCM200|BUS2323|DENT0123|DSM106|: 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) You have been selected by the university to give a presentation on the concepts of marketing. In case using a suitable example, discuss three concepts on marketing
(6 Marks).
- b) Differentiate between pull and push strategies as used in marketing (4 Marks).

QUESTION TWO

- a) Discuss two challenges that a firm is likely to encounter due to a dissatisfied customer
(2 Marks).
- b) Zabedi is a newly incorporated firm that deals with households products. Zabedi is in the process of setting up its prices to the products produced. Explain four pricing objectives that the firm may plan to achieve
(8 Marks).

QUESTION THREE

- a) Discuss with an example, two internal environmental factors that affect marketing
(4 Marks).

- b) As a marketing manager in XYZ company, discuss three reasons why it is important to study and understand consumer behavior (6 Marks).

QUESTION FOUR

- a) Discuss two benefits Premier Food company would benefit while packing its products properly (4 Marks).
- b) Wholesalers perform a critical role in the channel of distribution. However, some manufacturers are opting to bypass them. Explain three possible reasons for this (6 Marks).

QUESTION FIVE

- a) Discuss two characteristics of services that Adoboye consultancy firm would possess while training staff in Safaricom company limited (4 Marks).
- b) Queen Technologies is planning to open a Network in East Africa due to declining internet services. Explain three basis of market segmentation that the firm would consider (6 Marks).

QUESTION SIX

- a) Discuss two factors that a marketing manager of Bata Show 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).