



PAN AFRICA CHRISTIAN UNIVERSITY

DIPLOMA

END OF SEMESTER EXAMINATION

DEPARTMENT LEADERSHIP

COURSE CODE

DLM 106

COURSE TITLE

PRINCIPLES OF MARKETING

EXAM DATE

DEC 2018

TIME : Duration: 3 hours

INSTRUCTIONS

- Read all questions carefully.
- Answer **ALL** questions in **section A** and **one** question from **section B**

Section A Answer ALL questions in this section

1. Define the following terms:

- a) Marketing (Marks 2)
- b) Market segmentation (Marks 2)
- c) Consumer behavior (Marks 2)
- d) Market research (Marks 2)
- e) New product development (Marks 2)

2 a) Briefly explain five external environmental affecting marketing practices in Kenya (5 Marks)

- b) Explain briefly the five stages of a product life cycle (5 Marks)

3. a) Define the term advertising (2 Marks)

- b) Explain briefly when marketing research is needed in organization (4 Marks)
- c) Describe the market research process in an organization (4 Marks)

Section B . Answer ONE question from this section

4. Identify and explain with examples the five different marketing concepts (10 Marks)

5 a) Explain FIVE benefits of market segmentation. (5 Marks)

- b) Briefly explain FIVE impact of technology on marketing (5 Marks)

6 a) Identify the relationship between the marketing mix and consumer behavior (6 Marks)

- b) Describe FOUR factors that affect consumer behavior (4 Marks)