PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF BUSINESS LEADERSHIP

BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY

JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUS2323|BIT212

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM DATE: WEDNESDAY 10th APRIL 2019

DURATION: 3 HOURS

TIME: 5:30PM-8:30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This examination script consists of **Six (6)** questions.
- Answer Question **ONE** and any other **FOUR** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

a. Define the following terms

i. Needs (2mks)

ii. Wants (2mks)

iii. Demand (2mks)

iv. Value preposition (2mks)

v. Consumer Behavior (2mks)

vi. Model (2mks)

b. List THREE factors that influence the buying behavior of a consumer (3mks)

c. Outline FOUR major emerging issues under the new marketing landscape (4mks)

d. Outline the FIVE major marketing philosophies (5 mks)

e. Briefly explain FIVE components of modern marketing management system (5 mks)

f. Describe the marketing mix (5 mks)

g. Briefly discuss THREE models that can be used for environmental analysis (6 mks)

QUESTION TWO

a. Briefly discuss the MASLOW's hierarchy of needs (5mks)

b. Explain FIVE ways marketers can utilize the MASLOW's hierarchy of needs to develop an appropriate marketing mix (5mks)

c. Describe the THREE level perception building process and relate it with a marketing strategy (5mks)

QUESTION THREE

a. Briefly explain FIVE reasons why companies opt to segment markets (5mks)

b. Discuss the FIVE bases for market segmentation (10mks)

QUESTION FOUR

a) Discuss the SIX-step pricing process (6 mks)

b) Using examples, briefly explain THREE pricing strategies (9 mks)

QUESTION FIVE

a) Using an example of a company you are familiar with, discuss FOUR dimensions of a product mix (7 mks)

b) Briefly describe stages in a product life cycle (8 mks)

QUESTION SIX

a) Outline THREE functions of a distribution channel (3 mks)

b) Explain THREE factors to consider when selecting a distribution channel (6 mks)

c) Briefly explain THREE promotional mix tactics (6 mks)