



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
BACHELORS OF COMMERCE
AND
DIPLOMA IN PURCHASING AND**

JANUARY –APRIL2018

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BCM200 | BUS2323 | BIT208 | DSM106

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM DATE: MONDAY 9TH APRIL 2018

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- This examination script consists of **six(6)** questions.
- Answer question **ONE** and ANY other **four** Questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE: COMPULSORY

- a) Define the term marketing (2 Marks).
- b) Outline FOUR reasons why we study consumer behavior (4 Marks).
- c) Discuss FOUR challenges facing marketers in global market (8 Marks).
- d) Describe FOUR characteristics of service organizations (8 Marks).
- e) Explain **FOUR** importance of marketing to the society. (8 Marks).
- f) Explain FIVE marketing concepts (10 Marks).

ANSWER ANY OTHER FOUR

QUESTION TWO

- a) Outline FIVE factors affecting pricing decisions (5 Marks).
- b) With a well-labelled diagram, discuss the concept of product life cycle (PLC) (10 Marks).

QUESTION THREE

- a) Outline FIVE promotion MIX methods (5 Marks).
- b) Explain FIVE factors to consider when setting an advertising budget for the organization of your choice (10 Marks).

QUESTION FOUR

- a) Outline FIVE reasons why we study environmental analysis (5 Marks).
- b) Discuss FIVE internal marketing environmental factors affecting success of the organizations in an industry (10 Marks).

QUESTION FIVE

- a) Define the term market segmentation (1 Mark).
- b) Explain THREE basis for segmenting consumer market (6 Marks).
- c) Discuss FOUR 'Ps' of marketing (8 Marks).

QUESTION SIX

- a) Outline FIVE importance of pricing to an organization (5 Marks).
- b) Explain FIVE steps in buyer decision process (10 Marks).