



**PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE**

BACHELOR OF BUSINESS LEADERSHIP

**BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
AND DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT
SEPTEMBER – DECEMBER 2017**

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BCM200|BUS2323

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- This examination script consists of **Six (6)** questions.
- Answer questions **ONE** and ANY other **four** Questions.
- *ALL PAC University's examination rules and regulations apply.*

QUESTION ONE

- a) Define the term marketing? (2 Marks)
- b) Discuss **FIVE** marketing concepts. (10 Marks)
- c) Explain **FOUR** importance of marketing to the society. (8 Marks)
- d) Discuss **FIVE** ways a company can segment the market for its products. (10 Marks).
- e) Marketing operates in an environment controlled by various factors. In view of this, discuss **FIVE** external environmental factors of a firm. (10 Marks)

QUESTION TWO

- a) Explain the **FIVE** main steps in buyer decision making process (10 Marks)
- b) State **FIVE** reasons for studying consumer behavior (5 Marks)

QUESTION THREE

- a) With the aid of a diagram ,describe the concept of the product life cycle (PLC) (10 Marks)
- b) Outline **FIVE** challenges faced by marketers in modern marketing (5 Marks)

QUESTION FOUR

- a) Discuss the **FIVE** ways through which an organization can promote its product (10 marks)
- b) Outline **FIVE** reasons why marketers invest heavily in promotion (5 marks)

QUESTION FIVE

- a) Describe **FIVE** factors that influence pricing decisions (10 Marks)
- b) Outline **FIVE** benefits of market segmentation (5 Marks)

QUESTION SIX

- a) Explain **SIX** internal environmental factors affecting marketing. (12 Marks)
- b) Outline **THREE** characteristics of services (3 Marks)