

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY AND BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

END OF SEMESTER EXAMINATION

DEPARTMENT: COMPUTING AND INFORMATION TECHNOLOGY

COURSE CODE: BIT312-BUE 3113-BCM 201

COURSE TITLE: PRINCIPLES OF MARKETING

CAMPUS: ONLINE

EXAM DATE: FRIDAY, XXXX, AUGUST, 2025

TIME: 2:00PM -5:00PM

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other Three questions in Section **B**.
- Write only your **student number** on the answer booklet provided.

SECTION A

(Answer ALL questions in this section)

QUESTION 1

Read the case below and answer the following:

A partnership firm was established by Kamau, Juma and Ben to run a business of fruit canning. The firm has started production of orange juice, mango juice, pineapple juice and all fruit pulp and jam different pickles on the bases of consumer requirement. Selling price is decided by adding 20% profit on costs. Kamau supervises the factory while Juma and Ben visit leading stores to collect the orders and to dispatch the goods as per the orders. Due to reasonable price the firm has good response from the consumers. All the partners hope that their hard efforts will increase sales. But all of them are engineers and do not have any knowledge about marketing. They need your advice in the following areas:

a) Describe THREE reasons why the partners should appoint a marketing manager.

(3 Marks)

b) Identify the best distribution channel for the firm.

(1 Mark)

c) Discuss THREE factors that influence the distribution channel in (b) above. **(6 Marks)**

SECTION B

(Answer any THREE (3) questions in this section)

QUESTION 2

XYZ company is manufacturing paints and has been enjoying a prominent market position as it manufactured the best quality paints, made timely payments of taxes to government. It assembled various inputs like finance, machines, raw materials etc. from the environment. But since last year it has been dumping its untreated poisonous on the river bank which has created many health problems for the people. As a result, the court passed an order to seal the manufacturing unit of the company.

- a) Discuss THREE macro factors affecting XYZ company mentioned in the case above by quoting lines from it. **(6 Marks)**
- b) As a Marketing Manager, advise FOUR ways how XYZ company can be socially responsible. **(4 Marks)**

QUESTION 3

Anyango started her successful photography business 10 years ago. She specialises in taking pictures of people and places for use in posters, calendars and fashion magazines. It is a niche market. Anyango uses cost-plus pricing as part of her marketing mix. Offering a high quality service is important to Anyango and her 2 employees.

- a) Discuss TWO reasons why offering a high quality service is important for Anyango's business. **(4 Marks)**
- b) Explain THREE advantages of using cost-plus pricing method in Anyango's case. **(6 Marks)**

QUESTION 4

- a) Using THREE advertisements as examples, describe the needs identified by Abraham Maslow that each advertisement addresses. **(6 Marks)**
- b) As a salesman how would you handle the following objections raised by customers at the end of a sales presentation
- i. The Price is too high. **(2 Marks)**
 - ii. Your product does not have a good smell. **(2 Marks)**

QUESTION 5

Grace wants to start a business in pets grooming services. However, she is concerned that the potential market segment is small and has little income. She has approached you for information on how to evaluate the viability of this market segment. Advise her. **(10 Marks)**

QUESTION 6

- a) Using examples, discuss THREE ways marketers are using artificial intelligence to improve marketing communications. **(6 Marks)**
- b) Describe FOUR methods for facilitating Word-of-mouth (WOM) marketing strategy. **(4 Marks)**

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