



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BIT212

CAMPUS: ROYSAMBU

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM DATE:

TIME:

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**.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A

(Answer ALL questions in this section)

QUESTION 1

As a global leader in the consumer electronics and entertainment industries, Sony has set forth 'Road to Zero environmental plan', to achieve a zero environmental' effect by the year 2050 by producing world-class products in a manner that both protects and promotes a healthy and sustainable planet.

In the context of above case answer the following questions:

- a) Explain the marketing philosophy being implemented by the company. **(2 Marks)**
- b) Describe the main focus of the relevant marketing philosophy. **(2 Marks)**
- c) Discuss two values that the company wants to communicate to the society. **(4 Marks)**

SECTION B

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

QUESTION 2

Suppose you are the marketing coordinator of the leading bank in Kenya. You have been assigned the task of analyzing the external environmental factors that affect marketing activities. Give a detailed report discussing FIVE of these variables. **(10 Marks)**

QUESTION 3

- a) Describe FOUR ways through which marketing contributes to the economy of Kenya as a country. **(4 Marks)**
- b) Explain THREE ways through which a marketer can use Information Communication Technology (ICT) to boost an organization's promotional strategy. **(6 Marks)**

QUESTION 4

- a) Using the picture below, explain the levels of this product **(3 Marks)**



- b) Kwetu Ltd is a company that produces a range of high-quality branded sportswear. Following a lengthy market research process, the firm is now expanding its business to include a new range of Hoodie Tracksuits, aimed at the teenage market.

Discuss the stages involved in the development process of the new range of Hoodie Tracksuits. **(7 Marks)**

QUESTION 5

- a) Describe type of channel of distribution that will be suitable in each of the following cases:

- i. For a perishable product. **(1 Mark)**
- ii. Where large number of wholesalers are involved and are scattered throughout the country. **(1 Mark)**
- iii. For durable products like washing machines. **(1 Mark)**
- iv. For shoppers from Jumia online platform. **(1 Mark)**

- b) Discuss THREE ways companies adjust their prices to take into account different types of customers and situations. **(6 Marks)**

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QUESTION 6

Discuss five key promotional tools a marketer can use to promote their product/service.
Illustrate your answer with a product/service currently in the Kenyan market.

(10 Marks)

End of Exam