



PAN AFRICA CHRISTIAN UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

END OF TRIMESTER EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: BCM200|DSM106: PRINCIPLES OF MARKETING

EXAM DATE:

TIME: 3hrs

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer any **four questions only**
- **Question one is compulsory**

QUESTION ONE (Compulsory)

"EcoClean: Launching an Eco-Friendly Cleaning Product"

EcoClean, a new company in the household cleaning products industry, is preparing to launch its first product: an eco-friendly, non-toxic cleaning solution made from natural ingredients. The product is designed to appeal to environmentally conscious consumers who are concerned about the health impacts of traditional cleaning products. EcoClean's mission is to promote sustainable living and reduce the environmental footprint of household cleaning. The company is seeking to position itself as a leader in the eco-friendly market segment and faces competition from both established brands and other green startups.

Required:

- a) Describe two potential market segments for EcoClean's product (4mks)
- b) Discuss any three segmentation criteria that would be most relevant for EcoClean (6mks)

QUESTION TWO

The marketing arena has been tormentors globally for the last one year or so. Analyze this statement under the following headings.

- a) Social environment (2marks)
- b) Technological environment (2marks)
- c) Political environment (3marks)
- d) Economic environment (3marks)

QUESTION THREE

- a) Describe the concept of positioning in marketing (2mks)
- b) Discuss any four data collection methods that a marketing researcher can use to gather marketing information (8marks)

QUESTION FOUR

Explain the following characteristics that differentiate a service from a product

- a) Intangibility (2marks)
- b) Inseparability (2marks)
- c) Perishability (2marks)
- d) Variability (2marks)
- e) Lack of Ownership (2marks)

QUESTION FIVE

Describe the following steps that a new product development process takes before a product or service is introduced to the market

- a) Idea generation (2mark)
- b) Business analysis (2mark)
- c) Product development (2mark)
- d) Test marketing (2mark)
- e) Commercialization (2mark)

QUESTION SIX

- a) Discuss two potential ethical issues that may face a marketer in marketing their products (4mks)
- b) Explain any three positive implications of internet technologies in marketing activities (6marks)

