



PAN AFRICA CHRISTIAN UNIVERSITY

DIPLOMA IN LEADERSHIP AND MANAGEMENT

END OF SEMESTER EXAMINATION

DEPARTMENT: LEADERSHIP

COURSE CODE: DLM 106

COURSE TITLE – PRINCIPLES OF MARKETING

EXAM DATE:.....

TIME:.....

DURATION: 3 hours

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer **ALL** questions in Section **A** and any other **TWO** questions in Section **B**.

Final exam [Total Marks – 40]

SECTION A: ANSWER ALL QUESTIONS FROM THIS SECTION

1. a] Define the following terms as used in Principles of Marketing: -

- I. Marketing Concept (2 marks)
- II. Segmentation (2 marks)
- III. Marketing Mix (2 Marks)

b) State four reasons why understanding consumer behaviour is important to a business organization. (4 Marks)

2. (a) Explain four roles of marketing research in an organization. (4 Marks)

(b) Explain the 4 Ps of the marketing mix and show how each element contributes to the success of a business. (6 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION

3. Identify and explain five factors that influence consumer buying behaviour. (10 marks)

4. Identify and explain five bases of market segmentation. (10 marks)

5. Outline the five steps of the research process. For each step, give a brief definition (10 marks)

6. Explain two types of distribution channels used by organizations and discuss two advantages of each. (10 marks)

7. Explain the purpose of marketing in organizations and discuss its importance to both producers and consumers. (10 marks)

END