



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF LEADERSHIP, BUSINESS & TECHNOLOGY

**END OF SEMESTER EXAMINATION FOR DIPLOMA IN LEADERSHIP AND
MANAGEMENT**

SEPTEMBER-DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: LEADERSHIP

COURSE CODE: DLM106

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM DATE: TUESDAY 10TH DECEMBER 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Two (2)** Sections.
- Answer **ALL questions in SECTION A (compulsory)** and **Any other three (3)** questions from **SECTION B**
- *ALL PAC University's examination rules and regulations apply*

Section A - All THREE (3) Questions in this section (30 marks)

- 1 Explain the following concepts as used in marketing management.
 - a) The marketing concept. (2 marks)
 - b) Marketing Communication. (2 marks)
 - c) The Pareto Principle. (2mark)
 - d) e-commerce in business. (2 mark)
 - e) The societal marketing concept. (2 mark)

- 2 (a) Explain, with the aid of a diagram the stages of the Product Life Cycle. (4 marks)

b) Describe the marketing activities to be considered during any two stages of the Product life cycle. (4 Marks)

c) Using a local product, explain how it has been marketed in one of the product life cycle stage. (2 marks)

- 3 a) Identify two benefits and two limitations of one type of market segmentation method. (4 marks).

b) Using 3 examples of each, explain the Micro and Macro environments. (6 marks)

Section B – Answer any three (3) questions (10 marks)

4.
 - a) Identify and explain 3 Marketing Communication Tools? (6 marks)
 - b) Explain four reasons why marketing communication is important. (4 marks)

5.
 - a) Illustrate the stages of Consumer Buying Decision Process (6 marks)
 - b) High involvement customers often recognize greater risk in making a purchase than low involvement customers. Explain two risk that high involvement customers may encounter during purchase. (4 marks)

6.
 - a) In marketing the concept of the "4 Ps" has been replaced by the concept of the "7 Ps". Briefly Explain each of the 7Ps.
 - b) Explain the 3 main product classifications in marketing. (3 marks)

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 - a) E-Business enables organizations to accomplish various goals. State five such goals. (6 Marks)
 - b) Explain and differentiate e-commerce from e-business. (4 Marks)

8. List and explain the five major unique characteristics of services in service marketing. (10 marks)