



# UNIVERSITY OF NAIROBI

MODULE II DEGREE PROGRAMME – 2012/2013

(NAIROBI - DAY)

## SECOND YEAR EXAMINATIONS FOR THE DEGREE OF BACHELOR OF COMMERCE

### DMA 202: PRINCIPLES OF MARKETING

**DATE: JANUARY 10, 2013**

**TIME: 2.00PM – 4.00PM**

#### INSTRUCTIONS:

- Attempt question **ONE** and any other <sup>THREE</sup> ~~TWO~~ questions.
- Use Relevant examples
- Use legible handwriting
- Do not write on the Question Paper. All rough work should be done on the answer booklet and then crossed.

#### QUESTION ONE

- a) Define societal marketing philosophy and explain factors that have contributed to its adoption globally. What specific actions show that companies in Kenya have adopted the philosophy. (14 marks)
- b) Compare and contrast the buyer decision process that a consumer will undertake when buying low involvement product such as milk and a high involvement product such as an automobile using relevant examples. (14 marks)

#### QUESTION TWO

Marketing Environment forces are critical to the success of marketing efforts. In light of this statement explain opportunities and threats presented by each macro environmental factor to the marketing department. (14 marks)

#### QUESTION THREE

- a) Using suitable examples discuss variables organizations used to segment the mass market. (8 marks)
- b) Explain to an entrepreneur without marketing background criteria used to evaluate market segments before target selection decision is made. (6 marks)

#### **QUESTION FOUR**

Using suitable illustrations discuss new product development process and explain why new product fail in the market. (14 marks)

#### **QUESTION FIVE**

- a) You have been approached by a manufacturer of packaged milk and another manufacturers of office cabinets. Advise each appropriate promotion method for each product and justify your answer. (8 marks)
- b) Some managers especially in micro and small scale sector argue that promotion is a waste of finances. Do you agree with their argument if yes why? If no why? (6 marks)

#### **QUESTION SIX**

- a) Explain the functions performed by middlemen in marketing and advise a newly established organization on situations when direct channel may be more appropriate. (10 marks)
- b) Using suitable examples distinguish between product mix and promotion mix. (4 marks)

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