

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

BCOM 220: PRINCIPLES OF MARKETING

STREAMS: BCOM Y2S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 3/4/2012

2.30 P.M. - 4.30 P.M.

INSTRUCTIONS:

Answer question ONE and any other two.

Question One:

- (a) State and explain five functions of marketing. [5 marks]
- (b) Highlight the concepts/philosophies under which marketing management conduct their marketing activities. [10 marks]
- (c) Discuss five challenges of marketing Kenya as a tourist destination. [10 marks]
- (d) What is the importance of branding products in today's competitive environment? [5 marks]

Question Two:

- (a) Describe the personal factors that influence consumer behaviour. [10 marks]
- (b) In evaluating the effectiveness of market segments a company can use various variables. Identify and discuss any five characteristics of effective market segments. [10 marks]

Question Three:

By use of relevant examples, explain the promotion mix elements. [20 marks]

Question Four:

- (a) A consumer goes through five stages in the process of adopting a new production. Discuss the five stages. [10 marks]
- (b) To some people, middlemen are parasites and should be eliminated, since they are not productive; to others they are vital, since they perform certain functions. With reference to this statement discuss the functions of intermediaries. [10 marks]

Question Five:

- (a) By use of examples, explain the macroeconomic factors that influence marketing activities. [10 marks]
- (b) Distinguish between marketing research and marketing intelligence. [4 marks]
- (c) Write brief notes on each of the following:
- (i) Demand oriented pricing [3 marks]
 - (ii) Cost-plus pricing [3 marks]
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