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**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

# University Examinations 2015/2016

**YEAR I SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND CONTRACT MANAGEMENT**

# HPS 2110: MARKETING PURCHASES

**DATE: AUGUST, 2016**  **TIME: 2 HOURS**

**INSTRUCTIONS: Answer Question ONE and Any Other TWO Questions.**

**Question One – 30 Marks**

a) The marketer should think of product at five different levels. Each level adds more customer value. Describe the different product levels. [10 marks]

b) Explain the following concepts as used in the marketing planning process?

1. Segmentation [2 marks]
2. Targeting [2 marks]
3. Positioning [2 marks]

c) Describe the organization buying process showing the marketing implication of each stage. [14 marks]

**Question Two – 20 Marks**

a) Evaluate the role of marketing in the purchasing strategy. [10 marks]

b) Describe the common characteristics of each stage of the product life cycle. [10 marks]

**Question Three – 20 Marks**

a) Define marketing research and outline the steps in the marketing research process.

 [10 marks]

b) As a marketing executive advise senior management of any five base of segmentation that your organization would use to serve the consumer market. [10 marks]

**Question Four – 20 Marks**

Describe the influence of the micro environment, the stake holder environment and the macro environment on marketing decisions. [20 marks]

**Question Five – 20 Marks**

Explain how the organization manages its organization intermediaries. [20 marks]