



MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR

THIRD YEAR END OF SEMESTER II EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- BBM 374

**COURSE TITLE:- MARKETING FOR SMALL
 BUSINESSES**

DATE:- 27TH JUNE, 2013

TIME:- 9.00A.M. - 12.00 NOON.

INSTRUCTION TO CANDIDATES

> SEE INSIDE.

THIS PAPER CONSISTS OF (1) PRINTED PAGES

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BBM 374: MARKETING FOR SMALL BUSINESSES

INSTRUCTIONS: Question one and any other three questions.

QUESTION ONE (compulsory)

- a) Explain the significance of carrying out industry, market and customer analysis when developing products or services in small business. (10 Marks)
- b) Using an example of a firm you are familiar, explain the rational planning process. (15 marks)

QUESTION TWO

Describe the key competencies/capabilities of small firms as compared to large firms and explain how they can influence their marketing programmes. (15 marks)

QUESTION THREE

Discuss the characteristics of entrepreneurs and explain how they can influence the small business planning, management and strategy development. (15 marks)

QUESTION FOUR

Product management demands that monitor and alter their strategies from over the life of the product. Discuss the marketing strategies that can be used at different stages of the product life cycle giving the reasons. (15 marks)

QUESTION FIVE

Identify and explain some of the internal sources of information the small firms can utilize. Outline some of the reasons which make small business firms not to undertake marketing research. (15 Marks)

QUESTION SIX

Discuss the marketing promotional strategies that can be used by small firms and for a business you are familiar outline an annual (12 months) promotional plan. (15 marks)