


M. 011/04/2015/01/321/220



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF
THE DEGREE OF BACHELOR OF COMMERCE/PURCHASING AND
SUPPLIES MANAGEMENT / BUSINESS MANAGEMENT / BCOP / BINM / BCHM
FIRST SEMESTER 2015/2016
(JANUARY-APRIL, 2016)**

BPSM/BBAM/BCOM 220: PRINCIPLES OF MARKETING

STREAM: Y2S1

TIME: 2 HOURS

DAY: MONDAY, 9.00 - 11.00 AM

DATE: 04/04/2016

INSTRUCTIONS

1. Do not write anything on this question paper.
2. Answer question ONE (Compulsory) and any other THREE questions.

QUESTION ONE

- (a) Discuss the marketing management concepts as applied in marketing. [8 Marks]
- (b) Discuss the various pricing methods applicable to a marketer in Kenya. [10 Marks]
- (c) What is a brand name? Explain the qualities you would consider important in a good brand name. [7 Marks]

QUESTION TWO

- (a) Describe the micro (internal) and macro (external) environmental factors that are likely to affect the marketing activities. [8 Marks]
- (b) Explain five organizational factors that have an influence on the pricing decisions. [7 Marks]

QUESTION THREE

- (a) Discuss the significance of marketing mix to the companies. [8 Marks]
- (b) Explain the measures marketers can take to achieve their marketing objectives. [7 Marks]

QUESTION FOUR

- (a) Discuss the various elements of marketing information system. [10 Marks]
- (b) Explain the advantages of advertising. [5 Marks]

QUESTION FIVE

- (a) Describe the steps that you expect to be followed in buyer decision. [10 Marks]
- (b) Explain the conflicts that are likely to arise in channel of distribution work. [5 Marks]