



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF COMMERCE

HBC 2127: PRINCIPLES OF MARKETING

DATE: DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS: *Answer Question one and any other two*

QUESTION ONE (30 MARKS)

- a) Highlight any five criteria for choosing brand names. (5 Marks)
- b) Briefly discuss four Market targeting strategies that marketers use (8 Marks)
- c) Briefly discuss any five factors that influence pricing decision in an organization (10 Marks)
- d) Outline any three ways a marketer can obtain intelligence information. (3 Marks)
- e) Briefly explain any two challenges of a services (4 Marks)

QUESTION TWO (20 MARKS)

- a) Briefly discuss any five social factors influencing consumer behavior (10 Marks)
- b) Explain any five micro environmental factors influencing organizations marketing activities. (10 Marks)

QUESTION THREE (20 MARKS)

- a) What is Market Segmentation? Describe the various bases of segmenting a (10 Marks)
- b) With reference to a purchased you made recently. Explain the major steps in the buyer decision process. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) By use of relevant examples describe, functions of channel intermediaries (10 Marks)
- b) There are usually five elements of promotion mix. Discuss them briefly by highlighting at least one limitation of each. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) With an aid of a diagram describe the characteristics of a product's life cycle. (10 Marks)
- b) Explain the steps involved in marketing research. (10 Marks)