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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE

DEGREE OF

BACHELOR OF COMMERCE

SECOND YEAR FIRST SEMESTER BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BFB 3151: PRINCIPLES OF MARKETING**

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

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two***questions.

**QUESTION ONE (30 MARKS)**

1. Compare and contrast production concept and marketing concept*.* (10 marks)
2. Discuss the circumstances under which a customer may suffer from past purchase discomfort. (10 marks)
3. Elucidate the importance as marketing intelligence in the marketing of a company’s products. (5 marks)
4. Explain psychological segmentation of a method of segmenting consumer markets. (5 marks)

**QUESTION TWO (20 MARKS)**

1. Giving examples, discuss how macro-environmental factors influence marketing of a company’s products. (12 marks)
2. Elucidate the characteristics of variety seeking buying behavior (8 marks)

**QUESTION THREE (20 MARKS)**

1. As a marketing manager in a reputable manufacturing company, explain how you would strive to position your company’s products. (8 marks)
2. Discuss some of the promotional methods you can use to market a company’s products indicating the weak and strong areas in each (12 marks)

**QUESTION FOUR (20 MARKS)**

1. Product decline is one of the unfortunate stages in the products life cycle. Explain how as a marketing manager you would reverse this trend. (8 marks)
2. Giving examples, differentiate between
3. Consumer products and industrial products (6 marks)
4. Standardized and custom-made products. (6 marks)

**QUESTION FIVE (20 MARKS)**

1. As a marketing manager in a service industry, discuss how you would apply the 7Ps in marketing your products (14 marks)
2. Explain the circumstances under which a company can develop new products. (6 marks)