



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
CERTIFICATE IN BUSINESS ADMINISTRATION
(CITY CAMPUS)

ACB 0013: PRINCIPLES OF MARKETING

Date: 17th July, 2014

Time: 9.00 – 11.00 a.m.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other THREE questions.

Question one (25 marks)

- (a) What is marketing? (3mks)
- (b) Identify and explain the key elements of marketing definition. (5mks)
- (c) Name a successful firm in your area. To what extent does the firm practice marketing as outlined in the above discussion? (7mks)
- (d) Describe the evolution of marketing discipline. (10mks)

Question two (15mks)

- (a) Distinguish between micro- environment and macro- environment. (3mks)
- (b) Explain how micro and macro- environmental forces affect a company's marketing activities. (12mks)

Question three (15mks)

- (a) Describe the key elements of a marketing information system (MkIS). (10mks)
- (b) Why do marketing managers collect market information? (5mks)

Question four (15mks)

- (a) What is marketing research? (5mks)
- (b) Identify the two sources through which information is collected. (2mks)
- (c) Explain a few areas where information is acquired from the above mentioned sources. (8mks)

Question five (15mks)

- (a) Describe the various types of marketing organization outlining the advantages and disadvantages of each type. (20mks)

Question six (15mks)

- (a) State and explain three types of direct marketing (6mks)
- (b) What are the importances of direct marketing benefits? (5mks)
- (c) What are the challenges that face direct marketing? (4mks)