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**University Examinations 2014/2015**

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION AND DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

**DBA/DPSM 0107: PRINCIPLES OF MARKETING**

**DATE: DECEMBER 2014 TIME: 1 HOURS**

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

**QUESTION ONE (30 MARKS)**

Introduce members of your constituency development fund to the marketing concepts by explaining the following:

1. The importance of marketing to the economic development of Kenya. (5 marks)
2. The key functions of a distribution channel (5 marks)
3. Factors that account for the growing recognition of packaging as an independent and potent selling tool. (10 marks)
4. The different types of publics a company has to deal with as an element of the micro-environment (10 marks)

**QUESTION TWO (20 MARKS)**

1. Define your understanding of the term market positioning (2 marks)
2. Segmentation plays a key role in the development of an effective marketing strategy. What factors would a marketer consider as a requirement for effective market segmentation (8 marks)
3. A product evolves through various stages in the market. Using a product of your choice, explain these stages and the possible strategies that can be adopted in every stage

(10 marks)

**QUESTION THREE (20 MARKS)**

1. The uniqueness of services demands that more elements be added into the marketing mix. Identify and explain these elements (8 marks)
2. Briefly explain the external environment forces that affect the company’s ability to serve its customers. (12 marks)

**QUESTION FOUR (20 MARKS)**

1. Explain using an example intensive distribution strategy (2 marks)
2. Differentiate between marketing concept and societal marketing concepts (6 marks)
3. The process of deciding the price for product is a difficult task. Management has to weigh a large number of various factors which are complex discuss. (12 marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss a case for and against social responsibility (10 marks)
2. Define the term consumer behaviour and explain any four factors that affect consumer behaviour. (10 marks)