

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2016/2017**

FIRSTYEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF

CO-OPERATIVE MANAGEMENT

FIRST YEAR SECOND SEMESTER BACHELOR OF COMMERCE

SECOND YEAR FIRST SEMESTER BACHELOR OF PURCHASING &SUPPLIES

MANAGEMENT

THIRD YEAR FIRST SEMESTER BACHELOR OF FOOD SCIENCE & MANAGEMENT &

BUSINESS INFORMATION TECHNOLOGY

**BEB 3151: PRINCIPLES OF MARKETING**

**DATE: DECEMBER 2016 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Discuss how a change in one variable element in the marketing mix (4ps) would affect all other variables. (10 marks)
2. Explain the concept of marketing research and differentiate it from marketing information system (5 marks)
3. Differentiate needs, wants and demand (5 marks)
4. What is market segmentation? What are the levels of marketing segmentation and basis for segmenting consumer markets? (10 marks)

**QUESTION TWO (20 MARKS)**

1. There are five competing concepts under which organizations conduct their marketing activities. Discuss the concepts and their respective advantages (10 marks)
2. Explain the micro and macro environmental factors and how they affect organizations marketing activities (10 marks)

**QUESTION THREE (20 MARKS)**

1. What is a product life cycle? Outline the four stages of the product life cycle (10 marks)
2. Explain in detail the steps taken in marketing research process (10 marks)

**QUESTION FOUR (20 MARKS)**

1. Describe the new product development process and indicate the pricing strategies

(10 marks)

1. What is marketing communication? What are the five major models of communication

(10 marks)

**QUESTION FIVE (20 MARKS)**

1. Write short notes on:
2. Market targeting (5 marks)
3. Market positioning and strategies (5 marks)
4. Product positioning (5 marks)
5. What are the factors that influence buying behavior? (5 marks)