



## MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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### University Examinations 2011/2012

THIRD YEAR, SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF  
BACHELOR OF COMMERCE

#### HCB 2208: MARKETING ENVIRONMENT

DATE: APRIL 2012

TIME: 2 HOURS

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

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#### QUESTION ONE (30 MARKS)

- Explain the roles played by the marketing in the economic development (5 Marks)
- Briefly explain how economic legal environment affects marketing activities (5 Marks)
- Describe any five different publics that are important to the marketing environment (10 Marks)
- Explain any five major societal forces affecting firms marketing activities (10 Marks)

#### QUESTION TWO (20 MARKS)

- Identify and explain Michael porters five competitive strategies that may be used for success of organizations in Kenya. (10 Marks)
- By use of relevant examples explain how changes in demographic and economic environment affect marketing decisions (10 Marks)

#### QUESTION THREE (20 MARKS)

- Discuss five marketing concepts adopted by marketing managers showing how they can be used to ensure competitive edge success in firms today (10 Marks)
- The marketing environment has far and wide reaching implications on the marketing decisions. Using relevant examples discuss how micro-marketing factors affects marketing decisions (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a. Discuss the interface between marketing and other functions in a firm (10 Marks)
- b. “Marketing decision are under the intense influence of the marketing environment”  
briefly explain how the following factors influence the marketing decisions.
  - i. Social cultural
  - ii. Customers
  - iii. Suppliers(10 Marks)

**QUESTION FIVE (20 MARKS)**

- a. Distinguish between micro and macro environment and by use of relevant examples explain any four macro environment factors influencing organization marketing mix (10 Marks)
- b. Explain the following Michael porters generic strategies and show their relevance in marketing
  - i. Differentiation strategy
  - ii. Cost leadership
  - iii. Focus(10 Marks)