**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2017/2018**

**YEAR I/II SEMESTER 1 EXAMINATION FOR THE DEGREE OF BACHELOR OF ENTREPRENEURSHIP TECHNOLOGY LEADERSHIP AND MANAGEMENT/ STRATEGIC MANAGEMENT**

**HEE 2216/HPS 2110: PRINCIPLES OF MARKETING**

**DATE: JANUARY 2018 TIME:2 HOURS**

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

**Q1**

1. Expound on the steps of the buyer decision process. [10 marks]
2. i. define the term product [2 marks]

ii. With the aid of a diagram, describe the characteristics of each step of the product life cycle. [13 marks]

1. Expound on the key areas of marketing research. [5 marks]

**Q2**

1. With the aid of Kenyan examples, define marketing communication. [4 marks]
2. An organization does not exist in a vacuum; it’s affected by what goes on around it. Define a firm’s macro environment. With reference to East African Breweries Limited, expound on how it’s affected by its macro environment. [16 marks]

**Q3**

1. With reference to Safaricom Limited, expound on the promotion mix elements. [10 marks]
2. Explain the purposes of sales promotion. [10 marks]

**Q4**

1. Since products are born and eventually exit from the market, it’s of critical importance that marketers develop new products. Showing that you understand the term new product, you are required to explain the steps that guide marketers during the new product development process. Use a practical example to demonstrate. [16 marks]
2. Explain four core terms of marketing that give students the fundamental basics of marketing. [4marks]

**Q5**

1. Define marketing research and outline the steps in the marketing research process. [12 marks]
2. Assume you are a retailer of Unilever Company limited. What sales promotion techniques has the company directed towards you as their retailer?[8 marks]