



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

BACHELOR OF BUSINESS ADMINISTRATION

HBC 2127: PRINCIPLES OF MARKETING

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **FIVE** questions.
 2. Answer Question **1** (compulsory) and any other **TWO** questions.
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- Q.1 (a) Exchange is a core concept in Marketing. Explain **FIVE** conditions that must be satisfied for exchange potential to exist. (12 marks)
- (b) Define the following terms/concepts:
- (i) Consumer behavior (2 marks)
 - (ii) Differentiated marketing (2 marks)
 - (iii) Brand equity (2 marks)
 - (iv) e-marketing (2 marks)
- (c) State and explain at least **FOUR** actors within the micro-environment of the company that affect in ability to serve its customers. (12 marks)

- Q.2 (a) State and explain **FIVE** requirements for effective segmentation. (10 marks)
- (b) Discuss briefly **FIVE** internal sources of influence on consumer behavior. (10 marks)
- Q.3 (a) Explain why business firms find it necessary to develop new products. (8 marks)
- (b) State and explain **SIX** factors a firm must consider when selecting a channel. (12 marks)
- Q.4 (a) Identify and explain internal factors affecting a firm's pricing decisions. (8 marks)
- (b) State and explain at least **SIX** criteria that should be used when evaluating each medium before advertising. (12 marks)
- Q.5 (a) How does a company decide on its promotion budget? (8 marks)
- (b) Write short notes on the following:
- (i) Marketing research (3 marks)
- (ii) Convenience sampling (3 marks)
- (c) State and explain briefly **THREE** types of data that researchers secure and use in their effort to provide decision makers with information. (6 marks)