



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2013/2014

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE/DIPLOMA IN  
PURCHASING AND SUPPLIES MANAGEMENT

### CPS 0107: PRINCIPLES OF MARKETING

DATE: APRIL 2014

TIME: 1 ½ HOURS

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

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#### QUESTION ONE – (30 MARKS)

- a) Define the following terms as used in marketing;
- i. Market segmentations (2 marks)
  - ii. Market positioning (2 marks)
  - iii. Market intelligence (2 marks)
  - iv. Marketing research (2 marks)
- b) State and explain two benefits of marketing. (4 marks)
- c) Explain the following macro- environments.
- i. Demographic environment (3 marks)
  - ii. Economic environment (3 marks)
  - iii. Technological environment (3 marks)
- d) State and explain three key elements of marketing information system. (9 marks)

#### QUESTION TWO (20 MARKS)

- a) State the five major steps that you follow in undertaking a marketing research. (5 marks)

b) State and explain the two major sources of data in marketing research. (6 marks)

c) State and explain any four areas of marketing research. (9 marks)

**QUESTION THREE (20 MARKS)**

Describe the philosophies through which the practice of marketing passed through.(20 marks)

**QUESTION FOUR (20 MARKS)**

a) Discuss five factors that can influence consumer buying behavior. 10 marks)

b) State and explain the five stages through which a consumer pass through to reach a buying decision. (10 marks)

**QUESTION FIVE (20 MARKS)**

a) State and discuss five factors that influence pricing decisions. (10 marks)

b) State and explain five characteristics of services. (10 marks)