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University Examinations 2013/2014

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN PURCHASING
AND SUPPLIES

CPS 0107: PRINCIPLES OF MARKETING

DATE: DECEMBER 2013

TIME: 1 ½ HOURS

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

QUESTION ONE – (30 MARKS)

- (a) Define the following terms as used in principles of marketing
 - (i) Marketing
 - (ii) Marketing management
 - (iii) Customer relationship management (6 Marks)
- (b) State reasons why it is important for you to study principles of marketing. (5 Marks)
- (c) What are the functions of Marketing? (5 Marks)
- (d) State the basic goals of customer relationship management. (5 Marks)
- (e) Discuss the components of macro-environment of a company. (9 Marks)

QUESTION TWO – (20 MARKS)

- (a) What is marketing research? (2 Marks)
- (b) State the importance of marketing research to the manager. (4 Marks)
- (c) Describe any three research approaches that are used in business. (9 Marks)
- (d) State the criteria that a market segment should meet. (5 Marks)

QUESTION THREE – (20 MARKS)

- (a) Using a well labeled diagram, discuss the marketing system. (8 Marks)
- (b) State and explain any four marketing philosophies. (7 Marks)
- (c) State the characteristics of an attractive market niche. (5 Marks)

QUESTION FOUR – (20 MARKS)

- (a) What is consumer behavior? (2 Marks)
- (b) Why is it important for you to study consumer behavior? (3 Marks)
- (c) Discuss five factors that influence consumer behavior. (10 Marks)
- (d) Explain the following:
 - (i) Undifferentiated market target.
 - (ii) Concentrated market target. (5 Marks)