

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 202**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**INSTRUCTIONS:**

Answer question **ONE** and any other **THREE** questions.

**QUESTION ONE**.

As a newly employed marketing manager of a medium size firm which deals in processing of first consumer goods, your chief executive officer wants you to write an outline report that explains:

1. The role of pricing in marketing function. (10 marks)
2. The value of marketing practice in the firm. (10 marks)
3. The conditions that favour market skimming pricing strategy. (5 marks)

**QUESTION TWO**

1. Explain the unique characteristics of services as used in marketing. (10 marks)
2. Highlight five functions of marketing research. (5 marks)

**QUESTION THREE**

1. Outline the circumstances that are likely to make an organization invest new products to add on their existing product portfolio. (5 marks)
2. Identify and explain the various stages involved in the new product development planning process for a new service. Use examples to illustrate your answer. (10 marks0

**QUESTION FOUR**

1. With reference to specific celebrities, discuss the factors that organizations should consider when choosing an appropriate celebrity to use advertise for its products. (10 marks)
2. Explain the benefits provided by intermediaries in the distribution channels of business to consumer markets. (5 marks)

**QUESTION FIVE**

1. Explain why organizations are concerned about consumer attitudes and buying behavior. (8 marks)
2. A market segment can be effective or ineffective. Outline the criteria for gauging the effectiveness of market segment. (7 marks)

**QUESTION SIX**

If you are starting your own small business (say, marketing a consumer good that you already know something about), which of the sources in the external marketing environment would you believe to have the greatest potential impact on your success? (15 marks)