

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER EXAMINATION**

**SUPPLIMENTARY/SPECIAL 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.**

1. As a Marketing Manager, you are required to explain to your marketing team regarding the following matters. Briefly explain to them.
2. The importance of marketing to the organization. (5 marks)
3. Reasons why new products fail. (5 marks)
4. Consumer products are products bought by household consumers for consumption. Mention three types giving three characteristics for each. (9 marks)
5. Outline three benefits for effective market segmentation. (6 marks)

**QUESTION TWO**

1. Briefly discuss the following market concepts giving an example for each.
2. Production concept. (3 marks)
3. Product concept. (3 marks)
4. Selling concept. (3 marks)
5. Social concept. (3 marks)
6. Define the term market mix. (3 marks)

**QUESTION THREE**

1. With an aid of a diagram, summarize briefly the major stages of product life cycle. (7 marks)
2. State four objectives of sales promotion. (8 marks)

**QUESTION FOUR**

1. Discuss the three major factors that a marketer will consider in selecting marketing intermediaries. (9 marks)
2. State and explain briefly three factors affecting consumer buying behavior. (6 marks)

**QUESTION FIVE**

1. State and explain five areas of marketing research. (10 marks)
2. Highlight five benefits of marketing research an organization can achieve. (5 marks)