

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER EXAMINATION**

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

**COURSE CODE: BBM 202**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**INSTRUCTIONS TO CANDIDATES**

1. *Do not write anything in this paper*
2. *answer question* ***ONE (compulsory)*** *and any other* ***THREE*** *questions.*
3. *All questions except question one carry equal marks.*

**QUESTION ONE**

1. Define societal marketing philosophy and explain factors that have contributed to its adoption globally. (10 marks)
2. Explain to an entrepreneur without marketing background the concept of customer satisfaction and its importance in marketing. (5 marks)
3. Assume that you are marketing specialty goods where you supposedly working. You are required to explain the buyer decision process that consumers are likely to go through incase of these goods. (10 marks)

**QUESTION TWO**

A South African based company interested in targeting Kenyan market with its products next year has asked you to explain micro and macro environmental factors that might influence its marketing activities in Kenya. (15 marks)

**QUESTION THREE**

A company that has been using mass marketing approach for decades to market its products in Kenya wants to adopt market segmentation, targeting and positioning. Explain the following to the company marketing manager;

1. Base for market segmentation. (10 marks)
2. Strategies for market targeting. (5 marks)

**QUESTION FOUR**

1. Discuss the function performed by middlemen in marketing of goods and services using suitable examples. (5 marks)
2. Assume you are in charge of new production unit in a newly established company in Kenya. Explain challenges facing marketers in developing new products. (10 marks)

**QUESTION FIVE**

“Consumers behave differently when buying durable and non-durable goods.” Explain the buying behavior that a consumer buying durable goods and other buying non-durable goods is likely to exhibit and justify your answer for each case. (15 marks)

**QUESTION SIX**

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