

**UNIVERSITY OF KABIANGA**

**UNIVERSITY EXAMINATIONS**

**2014/2015 ACADEMIC YEAR**

**SUPPLIMENTARY/SPECIAL EXAMINATION**

**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**

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

**QUESTION ONE**

1. Define marketing intelligence and explain techniques used to acquire marketing information. (10 marks)
2. Discuss the challenges facing the marketers of today. Use practical examples. (15 marks)

**QUESTION TWO**

1. Briefly explain the importance of packaging and labelling in marketing. (5 marks)
2. Explain the various bases used in marketing segmentation outlining their advantages and disadvantages. (10 marks)

**QUESTON THREE**

Discuss the process of new product development and explain challenges faced by marketers when launching the new products. (15 marks)

**QUESTION FOUR**

1. Discuss the major factors to consider when choosing a channel decision. (10 marks)
2. What do you understand by the term marketing intelligence and identify its benefits to business firms. (5 marks)

**QUESTON FIVE**

1. Explain positioning strategies that a company can use in order to occupy a distinctive place in the target market’s mind. (10 marks)
2. Define a product and elaborate on the major classification of products. (5 marks)

**QUESTION SIX**

1. Explain the specific factors that should be considered when setting the advertising budget. (10 marks)
2. Describe strategies employed by marketers to prolong product life cycle. (5 marks)