

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**YEAR 1 SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HBC 2109: PRINCIPLES OF MARKETING**

**DATE: August 2015 TIME: 2 HOURS**

**INSTRUCTIONS: Answer Question One And Any Other Two Questions.**

**QUESTION ONE (30 MARKS)**

1. Describe the three levels of a product. (6marks)
2. Discuss the product life cycle and its implications for marketing strategy. (10marks)
3. Discuss the internal and external factors affecting pricing decisions (10marks)
4. Differentiate between human needs and wants. (4marks)

**QUESTION TWO (20 MARKS)**

1. Describe the characteristics of promotion mix element and justify why marketers may use all elements to communicate with actual and potential customers (10marks)
2. Outline the characteristics of short channels of distribution (10marks)

**QUESTION THREE (20 MARKS)**

1. Explain these marketing management philosophies:
2. Production
3. Product
4. Selling
5. Marketing
6. Societal marketing concepts (10marks)
7. Discuss the variables in the ‘macro environment’ of the marketing environment. (10marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the importance of marketing research (10marks)
2. Discuss the criteria an organization would use for effective segmentation (10marks)

**QUESTION FIVE (20 MARKS)**

1. Explain the steps in the buyer decision process. Use a local case to explain (10marks)
2. Discuss any four factors that affect the consumer behavior. Give local examples. (10marks)