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**University Examinations 2014/2015**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

AND

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

**BFB 3151: PRINCIPLES OF MARKETING**

**DATE: AUGUST 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. It is argued that marketing is not a one-stop activity otherwise it is a process. Discuss (10 Marks)
2. Customer satisfaction is very critical in building a wide customer base of a company’s product. In the light of this statement, explain how a marketer can ensure customer satisfaction (5 Marks)
3. Idea screening is one of the activities a marketer has to undertake as he develops new product(s). In view of this elucidate the factors that a marketer has to consider as he undertakes idea screening (5 Marks)
4. Discuss the critical role played by marketing intermediaries in the enhancement of marketing of a company’s products (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain the main threats to marketers as advanced by Michael Porter (10 Marks)
2. Discuss various ways a marketer can position his company products (10 Marks)

**QUESTION THREE (20 MARKS**

1. It is said that people differ greatly in their readiness to try new products. In view of this statement, discuss the five adopter groups to innovations (10 Marks)
2. Elucidate various ways customers can react to price cut and price increases to a company’s

products (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Giving examples, discuss various ways a marketer can segment his market on demographic variables for effective marketing of a company’s products (15 Marks)
2. Explain various types of research designs in marketing (5 Marks)

**QUESTION FIVE (20 MARKS)**

1. Explain the elements of marketing mix in service marketing (14 Marks)
2. Giving examples, differentiate between convenience goods, shopping goods and speciality goods (6 Marks)