



UNIVERSITY OF EMBU

2017/2018 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE DEGREES OF BACHELOR OF
COMMERCE**

DMA 202: PRINCIPLES OF MARKETING

DATE: APRIL 11, 2018

TIME: 8:30 AM – 10:30 AM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Using your own words, explain the meaning of the marketing concept. (2 marks)
- b) Briefly explain the relevance of the societal marketing philosophy in modern marketing practice. (3 marks)
- c) Briefly discuss the importance of marketing resources as an environment affecting business operations. (4 marks)
- d) Highlight how an individual's social class and reference group influences their buying behavior. (6 marks)
- e) Outline the importance of establishing and implementing a process component as a part of the marketing mix for service marketing. (4 marks)
- f) Briefly explain any three variables of the promotion mix that marketers can employ to market their products. (6 marks)
- g) Outline the difference between marketing of agricultural products and marketing of manufactures goods. (5 marks)

QUESTION TWO (20 MARKS)

- a) Discuss five variables of the micro – environment that affect marketing initiatives by business organizations. Support your answer with examples from a business firm in Kenya. (10 marks)
- b) Explain how the following components of the marketing mix affect market performance of products;
- i) Price
 - ii) Place
 - iii) People
 - iv) Product
 - v) Physical evidence (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain the application of the following marketing concepts during the evolution of the marketing discipline;
- i) Product concept
 - ii) Sales concept
 - iii) Integrated marketing concept
 - iv) Production concept
 - v) Holistic marketing concept (10 marks)
- b) Discuss five international marketing environments that effects operations of multi-national firms entering foreign markets. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any five key questions that non – profit organizations ought to deal with as they develop their marketing strategy. (10 marks)
- b) Discuss five decisions that business organizations planning to market their products internationally must make before entering foreign markets. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Assume you are a marketing consultant contracted by a car manufacturer to advice on the process that vehicle buyers go through before, during and after the purchase of motor vehicles, describe the consumer buying process that you would take your client through to better understand its customers. (20 marks)

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