**UNIVERSITY EXAMINATION 2018/2019**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

**DBM/DHRM/DSPM/CBM/CSPM/CHRM**

**REGULAR**

**UNIT CODE: DBM2105 UNIT TITLE: PRINCIPLES OF MARKETING II**

**MAIN EXAM TIME: 2 HOURS**

**INTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

**Question One**

1. The concept product is wide. Give its elements and their examples (12 Marks)
2. Differentiate between the concept needs, wants and demands. (6 Marks)
3. Expound on the various classes of products (12 Marks)

**Question Two**

1. Highlight reasons why businesses need to conduct market research (8 Marks)
2. Describe the marketing management philosophies (12 Marks)

**Question Three**

1. What do you understand by the term customer value and customer satisfaction? (6 Marks)
2. Discuss marketing micro-environmental factors (14 Marks)

**Question Four**

1. Clearly distinguish between target marketing and positioning strategy (8 Marks)
2. Discuss the factors affecting the consumer behaviors (12 Marks)

**Question Five**

1. Expound on the buyer decision process model steps (10 Marks)
2. Discuss new product development as a strategic process (10 Marks)