

KCA UNIVERSITY
OPEN BOOK EXAMINATIONS
PRINCIPLES OF MARKETING

QUESTION ONE

Sunergy Ltd, a solar heating company has R and D ability to construct an economically flexible solar reflector, making it possible for home owners to convert solar heating with substantial cost savings after the fifth year. As the director of marketing, you are in charge of developing the new product. Discuss how you would undertake this task. Include the commercialization activities in your discussion. (20 Marks)

QUESTION TWO

Using specific examples, describe the buying roles that individuals might play in the buying decision in consumer markets. What are the implications of such roles to marketers? Use the marketing mix (4ps) framework to present your work. (20 Marks)