

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION**

**HCB 0205: PRINCIPLES OF MARKETING**

**DATE: MARCH 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

QUESTION ONE (30 MARKS)

a) The publics have major influences on marketing activities. Discuss any 5 types of publics (10 marks)

b) What is the importance of marketing planning to an organization (5 marks)

c) Differentiate between the following concepts used in marketing:

i) Market segmentation and market targeting

ii) Social marketing concept and marketing concept

iii) Marketing mix and promotional mix

iv) Consumer products and organizational products

v) Internal marketing environment and external marketing environment (10 marks)

d) Describe the methods that can be used to improve collection of marketing intelligence information (5 marks)

QUESTION TWO

a) Service marketing differs from product marketing because of the nature of services. Discuss the characteristics that make services unique and explain the marketing strategy used for each characteristic (10 marks)

b) Explain the process of developing new products using an organization of your choice

(10 marks)

QUESTION THREE

a) Market segmentation is the starting point of any business endeavour. Discuss the segmentation variables available to marketers (10 marks)

b) What makes a segment effective (10 marks)

QUESTION FOUR

a) Personal selling is the most appropriate promotional tool in business to business buying. Highlight the factors and make this tool useful, in organizational buying (10 marks)

b) Discuss five advantages and five disadvantages of personal selling as an element of the promotional (10 marks)