

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR I SEMESTER II EXAMINATION FOR THE DEGREE OF BACHELOR OF PROCUREMENT AND CONTRACT MANAGEMENT**

**HPS 2111/HPS 2110: MARKETING FOR PURCHASERS**

**DATE: AUGUST 2019 TIME: 2 HOURS**

**INSRUCTIONS: Answer question one and any other two questions.**

QUESTION ONE

A friend in Shimo la tewa has been running a successful business selling a popular product recently. However, he has been heard commenting that the sales growth is very low and absolute that the sales growth is very low and absolute sales have actually stabilized that some of the distribution outlets he has been operating are becoming too expensive to service, some competition are even leaving the market that there is fierce price competition while the costs of gaining/adding customers is too high actually higher than resulting revenues.

Required

a. Describe clearly to your friend the concept of the product life cycle and identify for him, the stage his product is facing. (5 marks)

b. How can he improve on the customer and business profitability. (8 marks)

c. What are the key methods for tracking and identifying opportunities in the macro environment? (7 marks)

d. What is the role of marketing in organizations and what are the benefits?

(10 marks)

QUESTION TWO

a. A good marketing planner had to have a proper marketing mix to be able to serve his customers. Discuss the various aspects of marketing mix. (10 marks)

b. State and explain why it is important to segment, target and position product.

(10 marks)

QUESTION THREE

a. Marketing information system is necessary irrespective of the size and nature of an organization. Discuss the merits to an organization of your choice. (10 marks)

b. A consumer decision to buy can be influenced by both internal and external factors. Discuss factors that influence consumer buying behavior. (10 marks)

QUESTION FOUR

Firms from the developed world have established that the modes of entry into international business environment are numerous therefore a firm simply needs to be strategic in its choice of mode. Discuss any five modes that a firm may adopt while entering foreign markets. (20 marks)