



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY MAIN EXAMINATIONS
2020/2021 ACADEMIC YEAR**

**END OF SEMESTER MAIN EXAMINATIONS
FOR DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DBA 105

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: THURSDAY, 20TH JANUARY 2022 TIME: 2:00 – 4:00PM

INSTRUCTIONS TO CANDIDATES

Attempt QUESTION ONE and any other two questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE

- a. It is argued the every product goes through product life cycle (plc). Explain the PLC of products and the strategies a marketer might employ at the maturity stage of plc clearly explaining what maturity stage entails(15 marks)
- b. Explain the various marketing philosophies as used in marketing. Under what marketing scenario in each one of them applicable? Discuss. (10 marks)
- c. The marketing of 21st century has changed and continues to in the face of competitive rivalry in the market place. How are business organizations responding to this competitive pressure in order to perform in the market place? Provide relevant examples. (5 marks)

QUESTION TWO

- a) Market segmentation and targeting are critical in maintaining profitability. Discuss (15 marks)
- b) Briefly explain any four characteristics of consumer behavior (5 marks)

QUESTION THREE

- a. Discuss the marketing mix elements as employed in marketing of services. What special characteristics of services must marketers pay attention to in the marketing of services? (20 marks)

QUESTION FOUR

- a. Using relevant examples, discuss the stages of consumer buying process. What critical issues must marketers pays attention to in each stage? Use relevant examples. (12 marks)
- b. Expound on the concept of market segmentation. What segmentation variables are available to marketers in this pursuit? Explain.(8 marks)

QUESTION FIVE

- a) Bidco Ltd has launched a new product 'mayonesse' they are however having problems with their distributors they prefer to distribute and sell products of a rival company. Using examples give recommend to Bidco managers what they can do to ensure that their sales volume is high.(10 marks)
- b) Using marketing communication process design a campaign for the mayonnaise brand. Use examples in each step (10 marks)