



University of Choice

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

**UNIVERSITY EXAMINATIONS
2015/2016 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER EXAMINATIONS

FOR THE BACHELORS OF COMMERCE

COURSE CODE: BCP 202

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: FRIDAY 19TH AUGUST 2016

TIME: 8.00-10.00AM

INSTRUCTIONS TO CANDIDATES

Question ONE (1) is compulsory

Answer ANY TWO (2) OTHER questions

MMUST observes ZERO tolerance to examination cheating

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

Question One

Marketing practice takes a task role in an organization. In view of the above statement, outline the following:

- a) The marketing objectives in an organization. **(10 marks)**
- b) The circumstances that are likely to make an organization design and develop new products for its target market. **(10 marks)**
- c) The relevance of investing in promotional campaigns to an organization. **(10 marks)**

Question Two

- a) Describe those marketing environmental factors that an organization has little, or no control over. **(10 marks)**
- b) Outline the factors that influence the distribution channels that an organization can use to distribute its products and services on the market. **(10 marks)**

Question Three

- a) Highlight the relevance of studying consumer behavior to an organization. **(10 marks)**
- b) Describe the various stage in consumer buying process. **(10 marks)**

Question Four

- a) Explain the various market targeting approaches that an organization should use to improve delivery of customer service. **(10 marks)**
- b) Outline the role of pricing as an element of marketing mix in an organization. **(10 marks)**

Question Five

- a) Identify and explain the steps in product life cycle. **(10 marks)**
- b) Suggest the reasons that are likely to make an organization to invest in designing and developing new products for the market. **(10 marks)**