



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

(MAIN CAMPUS)

UNIVERSITY EXAMINATIONS (SPECIAL)

2021/2022 ACADEMIC YEAR

SECOND YEAR, THIRD TRIMESTER

FOR THE DEGREE

OF

BACHELOR OF COMMERCE

COURSE CODE: BCB 202

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: THURSDAY, 28TH JULY 2022

TIME: 8:00 – 10:00AM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION ONE** and **any other Two**

TIME: 2 Hours

Part A: Compulsory

Answer Question ONE and any other THREE questions

QUESTION ONE

a) Define the following terms

- i) Marketing environment (2 Marks)
- ii) Product positioning (2 Marks)
- iii) Brand (2 Marks)
- iv) Marketing (2 Marks)
- v) Decision making unit (2 Marks)

b) A product just like a human being goes through some stages from birth to death. Discuss some the criticisms levelled against the product life cycle concept (10 Marks)

c) Marketers need to know which people are involved in the buying decision and the role each play. Most buying situations have participants. Discuss (10 Marks)

PART B

Question Two

a) As markets become more competitive, the traditional bases of segmentation are increasingly proving to be inadequate. Making reference to examples, Identify factors that should be taken into account in developing an effective segmentation strategy in competitive markets.(10marks)

b) Marketing, just like any human being has passed through a number of orientations. Discuss its evolution giving relevant features at each stage (10marks)

Question Three

a) Using a well labeled diagrams distinguish between the Boston Consulting Group (BCG) and General Electric (GE) Matrices as alternative existing products management frameworks and explain which between the two is superior model.(10 marks)

b) The precise choice of a distribution system is influenced by a number of factors. Discuss (10 Marks)

Question Four

- a) Because of the unique challenges that services face, the approach adopted in their marketing is usually different. Discuss on the features that distinguish services from goods, challenges brought about by such characteristics and appropriate tactics of addressing them.(10 Marks)
- b) Price is a quantification of the value exchanged between the marketer and the customer which facilitates the closure of exchange transaction. Discuss various factors that influence pricing decisions.(10 Marks)

Question Five

- 5a) Sellers have motivation for the use of distribution strategies; explain the distribution strategies used by a marketer in the quest of achieving his/her target goals and objectives. (10mks)
- b) A consumer purchase is not just an abrupt action but a series of activities that precedes the actual purchase and even continues after the purchase. Discuss the consumer decision process. (10mks)

