



(University of Choice)

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

**MAIN, BUNGOMA, WEBUYE AND BUTULA CAMPUSES**

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
YEAR TWO SEMESTER ONE**

**MAIN EXAMINATIONS  
FOR THE DEGREE  
OF  
BACHELOR OF COMMERCE**

**COURSE CODE: BCB 202**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: THURSDAY, 15<sup>TH</sup> / 12/ 2022**

**TIME : 3:00 – 5:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer 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

Marketing profession is growing very fast in the modern business environment. With intense competition, the parameters of customer orientation is the key focus for success. As a newly employed marketing manager of a manufacturing firm that deals in Agro-Chemicals, your chief executive manager has called on you to give a presentation on the following:

- a) The key features of a marketing orientation in the firm. (10 marks).
- b) The promotional campaigns that the firm should invest in to improve it's performance. (10 marks)
- c) Why the firm can be forced to invest into new products. (10 marks)

### QUESTION TWO

- a) Explain the unique characteristics of a service that makes it's selling more challenging than selling of a good. (10 marks)
- b) Summarize the advantages of direct marketing in an organization. (10 marks)

### QUESTION THREE

- a) Outline the approaches you are likely to use for targeting a market, as a newly employed Marketing Executive of firm of your own choice. (10 marks)
- b) Describe the criteria for gauging the effectiveness of a market segment in an organization. (10 marks)

### QUESTION FOUR

- a) Explain the factors that may influence the buying habits of consumers of goods and services. (10 marks)
- b) Analyse the key steps in the new product development planning process. (10 marks)

### QUESTION FIVE

- a) Examine the various types of pricing methods that a firm is likely to employ when setting appropriate prices for it's goods and services. (10 marks)
- b) Explain the impact of advancement in technology on the product as an element of the marketing mix in an organization. (10 marks)