



(The University of Choice)

**MASINDEMULIROUNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

KISUMU CAMPUS

**EXAMINATIONS
2015/2016 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER EXAMINATIONS

**FOR DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DBA 106

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: JUNE 2016 TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer question One and any other Two questions

QUESTION ONE

- a) There are FIVE philosophies under which marketing activities can be conducted. Explain such philosophies (10 marks)
- b) Marketing plays essential roles in the society. Outline such roles (10 marks)
- c) Marketing managers play various tasks. Explain such tasks. (10 marks)

QUESTION TWO

- a. In the turbulent business environment, companies need to develop new products. Explain the reasons why companies develop new products (10 marks)
- b. Products go through various stages in their development. Explain such stages (20 marks)

QUESTION THREE

- a) Companies can use price to achieve various objectives. Explain the various pricing objectives. (10 marks)
- b. Skylark International has introduced a new product among its range. They have consulted you as a marketing consultant to advise them on factors to consider when pricing. Discuss such factors. (10 marks)

QUESTION FOUR

The basic role of middlemen is to make the product available and accessible to customers in a more cost effective way than could be achieved by the manufacturer alone. They do this by performing various functions. Explain such functions. (10 marks)

Discuss the reasons why producers use intermediaries (10 marks)

QUESTION FIVE

- a) Segmentation involves establishing criteria by which groups of consumers with similar needs can be identified. Explain the criteria for effective segmentation, (10 marks)
- b) Discuss the variables marketing managers' use to segment their markets. (10 marks)