



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

MMUST

UNIVERSITY EXAMINATIONS

2016/ 2017 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATIONS

UNIVERSITY COMMON COURSE

COURSE CODE: BSM 202

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 02/02/2018

TIME: 3:00 – 5:00 PM

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions.

QUESTION ONE

(a) Define the following terms:-

(i) Marketing.

(ii) Product positioning.

(iii) Target market.

(5marks)

(b) Discuss FIVE the marketing management philosophies that could guide the marketing management in designing the company's marketing strategies that are aimed at building and strengthening profitable relationships with target consumers. (15marks)

(c) Discuss the major forces of Company's microenvironment affecting marketing. (10marks)

QUESTION TWO

(a) Describe the tools/elements of marketing mix.

(10marks)

(b) Discuss the strategic marketing planning process

(10marks)

QUESTION THREE

(a) Discuss the promotional mixes that can be employed for a successful marketing of our products. (10marks)

(b) Highlight five key features in developing effective Communication and promotion. (10marks)

QUESTION FOUR

(a) Describe (i) Characteristics that influence Consumer buying behaviour.

(5marks)

(ii) The buyer decision process.

(5marks)

(b) Describe (i) four levels of market segmentations.

(5marks)

(ii) With examples the five major variables that the company could use in

Segmenting its consumer markets.

(5marks)

