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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN**

**UNIVERSITY MAIN EXAMINATIONS**

**2021 / 2022 ACADEMIC YEAR**

**FIRST YEAR SEMESTER ONE EXAMINATION**

**FOR**

**DIPLOMA**

**IN**

**BUSINESS ADMINISTRATIONS AND MANagements SCIENCE**

**COURSE CODE: DBA 105**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: TUESDAY, 26<sup>TH</sup> JULY 2022 TIME: 2:00 – 4:00PM**

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### **INSTRUCTIONS TO CANDIDATES**

Answer QUESTION ONE and any OTHER TWO questions.  
Do not write anything on this paper.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This paper consist of two printed pages. Please turn over

## SECTION A

### QUESTIONS ONE (30 marks)

- a) John works in marketing department in Mumias Sugar Company, in what way might he use modern technology to conduct market research in order to learn more about and better serve his company's customers **[5marks]**
- b) Explain what John could expect from individual in the customer relations groups known as "butterflies" **[4marks]**
- c) When is it advisable to use personal selling in a promotional mix **[6marks]**
- d) Write short notes on the following, as used in business communications
  - I. marketing
  - II. selling
  - III. market segments
  - IV. promotional mix

**[12marks]**

- e) Give reasons for continuous advertisement of coke product despite being the sole company in the country **[5marks]**

## SECTION B [40 MARKS]

Answer ANY TWO questions from this Section.

### QUESTIONS Two

- a) Assume you come up with an idea for a new electronic product you think your fellow students would really like. How would you go through the product development process? How would you accomplish each step within that process? **[12 marks]**
- b) Discuss the unique features of service marketing mix **[8marks]**

### QUESTIONS .THREE

- a) The product life cycle, the BCG matrix, and the GE matrix have all been criticized for leading to early harvesting of older products and overinvesting in new products. With a diagram briefly, discuss product life cycle **[10marks]**
- b) Discuss the concept of marketing in the today's world **[10marks]**

### QUESTIONS FOUR

- a) Discuss the role of consumer behaviour in marketing. **[10marks]**
- b) Elaborate environmental factors affecting marketing activities **[10marks]**

### QUESTIONS FIVE

- a) Briefly outline different trends in the marketing environment **[8marks]**
- b) Discuss the role of consumer behaviour in marketing environment **[12marks]**