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

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
FOR THE DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DBA 105

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: TUESDAY, 20TH /12/2022 TIME: 2:00 – 4:00PM

**INSTRUCTIONS TO CANDIDATES: QUESTION ONE IS
COMPULSORY AND ATTEMPT ANY OTHER TWO
QUESTIONS**

QUESTION ONE (COMPULSORY)

Marketing is “the attempt to understand the needs of a client and to adopt operations in order to meet those needs and achieve greater sustainability. It addresses the issues of new product, pricing, the location of operations and the promotion of the institution and its products. Marketing is a comprehensive field aimed at strengthening the institution by maintaining focus on the client. In doing so it creates exchanges that satisfy individual and organizational goals.”

- a) From the above statement, explain how a company can apply the marketing mix concept to improve performance.(10 marks)
- b) What stages do people go through in the buying process? (10 marks)
- c) In contemporary markets today, effective market segmentation is of great value. Identify and explain the criteria for effective market segmentation. (10 marks)

QUESTION TWO

- a) Macro-environment components are the only factors that influence marketing activities in today’s economies such as Kenya. Discuss the validity of this statement (10 marks)
- b) Highlight the benefits of market segmentation in a competitive business environment (10 marks)

QUESTION THREE

- a) As a newly appointed Marketing Assistant of a leading Manufacturing Company, explain to the Board of directors your understanding of the term marketing (5 marks)
- b) What are the personal factors that affect consumer behavior? (15 marks)

QUESTION FOUR

- a) What do think are the reasons for entering international markets (10 marks)
- b) Explain to the board of Directors in your company the features (Characteristics) of services in the context of marketing (10 marks)

QUESTION FIVE

Explain the procedure of marketing research in marketing (20 marks)