MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

SCHOOL BASED

UNIVERSITY MAIN EXAMINATIONS

THIRD YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

BACHOLER OF EDUCATION

COURSE CODE: BCB: 202

COURSE TITLE: **PRINCIPLES OF MARKETING**

DATE: THURSDAY, 21ST/12/2023 **TIME: 9:00 – 11:00AM**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION ONE **(COMPULSORY)** 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

a) Describe the traditional marketing mix. (10marks)

b) Outline the various types of sales promotion as a promotional mix tool. (10marks)

c) Explain the characteristics of a service that make it's selling more challenging than selling of a good (10marks)

QUESTION: TWO

a) Explain the variables for segmenting a consumer market. (10 marks)

b) Analyse the criteria for gauging the effectiveness of a market segment. (10marks)

QUESTION: THREE

a) Summarize the steps in a consumer buying process. (10marks)

b) Highlight the factors that are likely to influence consumer buying decisions. (10marks)

QUESTION: FOUR

a) Explain the importance of product life cycle to an organization. (10marks)

b) Outline the steps in new product development planning process. (10maeks)

QUESTION: FIVE

Write short notes on the following terms:

a) Intensive distribution strategy. (4marks)

b) Selective distribution strategy. (3marks)

c) Exclusive distribution strategy (3marks)