



MERU UNIVERSITY OF SCIENCE & TECHNOLOGY

Foundation of innovations

MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examination 2016/2017

THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY AND BACHELOR OF SCIENCE IN FOOD SCIENCE AND MANAGEMENT

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE MANAGEMENT, BACHELOR OF COMMERCE AND SECOND YEAR FIRST SEMESTER BACHELOR OF PURCHASING & SUPPLIES MANAGEMENT

BFB 3151: PRINCIPLES OF MARKETING

DATE: DECEMBER 2016

TIME: 2 HOURS

INSTRUCTIONS: Answer question **one** and any other **two** questions.

QUESTION ONE (30 MARKS)

- a) Discuss how a change in one variable element in the marketing mix would affect all other variables. (10 marks)
- b) Explain the concept of marketing research and differentiate it from marketing information system. (5 marks)
- c) Differentiate needs, wants and demand. (5 marks)
- d) What is market segmentation? What are the levels of marketing segmentation and basis for segmenting consumer markets? (10 marks)

QUESTION TWO (20 MARKS)

- a) There are five competing concepts under which organizations can conduct their marketing activities. Discuss the concepts and their respective advantages. (10 marks)
- b) Explain the micro and macro environmental factors and how they affect organizations marketing activities. (10 marks)

QUESTION THREE (20 MARKS)

- a) What is a product life cycle? Outline the four stages of the product life cycle. (10 marks)
- b) Explain in detail the steps taken in marketing research process (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the new product development process and indicate the pricing strategies (10 marks)
- b) What is marketing communication? What are the five major models of communication (10 marks)

QUESTION FIVE (20 MARKS)

- a) Write short notes on:
 - i) Market targeting (5 marks)
 - ii) Market positioning and strategies (5 marks)
 - iii) Product positioning (5 marks)
 - iv) What are the factors that influence buying behavior? (5 marks)