



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF MASTER OF SCIENCE IN ENTREPRENEURSHIP**

**(CITY CAMPUS)**

**MBE 807: PRINCIPLES AND PRACTICE OF INTERPRISE  
MARKETING**

Date: 4<sup>th</sup> December, 2015

Time: 2.00 - 5.00 pm

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**INSTRUCTIONS:**

- Answer ANY FOUR questions.
- All questions carry equal marks.

### QUESTION 1

- a. Explain the concept of promotional mix (3 marks)
- b. Describe the steps of communication process in marketing(12 marks)

### QUESTION 2

- a. Explain the reasons for a limited approach to marketing in the majority of small enterprises (10 marks)
- b. Explain the objectives advertisement of a product in the market (5 marks)

### QUESTION 3

“Product planning is that part of marketing, which is concerned with determining the products strategies in the market” Discuss the components of product planning (15 marks)

### QUESTION 4

TKG is a SME operating in Kisumu dealing with clothwear. The owner has plans to carry out comprehensive marketing analysis. Discuss the components of marketing analysis (15 marks)

### QUESTION 5

- a. Explain the challenges posed by emerging trends and issues in consumer behaviour (7 marks)
- b. Explain the classifications of marketing function Small enterprises (8 marks)

### QUESTION 6

Discuss the factors influencing price determination in Organizations (15 marks)