



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

SECOND YEAR, FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

HBC 2109: PRINCIPLES OF MARKETING

DATE: AUGUST 2011

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- Briefly explain how you would use the four elements of marketing or marketing mix to develop an effective marketing strategy for your computer based products (20 Marks)
- You have just developed a computer software market. Explain the buyer adoption to process for this new product (20 Marks)

QUESTION TWO (20 MARKS)

- Elucidate how the micro-environmental factors would affect the marketing of your computer software (10 Marks)
- Discuss the aspects you need to consider in determining a viable market segment that you would wish to serve (10 Marks)

QUESTION THREE (20 MARKS)

- Development of a new product usually goes through a well-defined process. Briefly highlight this process (8 Marks)
- Discuss the promotional methods you can use for your recently developed product indicating their strengths and weaknesses (12 Marks)

QUESTION FOUR (20 MARKS)

- Discuss some of the factors you need to consider in setting the price of your products (10 Marks)
- Explain some of the marketing strategy options open to a marketer whose product is in the decline stage of its 'life' (10 Marks)

QUESTION FIVE (20 MARKS)

- a. To what extent does a marketer that subscribe to marketing research give a hedge of his products against his competitors products (10 Marks)
- b. Explain some of the strategies a marketer can use to position his products. (10 Marks)