



## MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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### University Examinations 2011/2012

FIRST YEAR, SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF  
BACHELOR OF COMMERCE.

### HBC 2127: PRINCIPLES OF MARKETING

**DATE: APRIL 2012**

**TIME: 2 HOURS**

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

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#### QUESTION ONE (30 MARKS)

- What is Marketing Philosophies and concepts? Discuss any four Philosophies. (10 Marks)
- Highlights six social factors that affect buying behavior. (6 Marks)
- Assume you are a Marketing Manager of a firm dealing with petroleum products. Discuss how the macro marketing environmental factors affect sales of the company's products. (10 Marks)
- Outline four factors to consider when pricing a product. (4 Marks)

#### QUESTION TWO (20 MARKS)

- With reference to a purchase you made recently. Explain the major steps in buyer decision process. (10 Marks)
- Why should an organization develop a new product continuously? (10 Marks)

#### QUESTION THREE (20 MARKS)

- Explain the meaning of phrase Market Targeting. (2 Marks)
- Assuming you are a Marketer for an upcoming new product. Briefly discuss any four market targeting strategies you would consider to employ to exploit the opportunities in the market. (8 Marks)
- Discuss at least five characteristics of a service (10 Marks)

#### QUESTION FOUR (20 MARKS)

- With reference to a product of your choice. Explain the various stages in its adoption process. (10 Marks)

- b. Company XYZ is intending to roll out a new product in the market. Discuss the various promotion tools it may use to popularize its new product. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a. What is Market segmentation? Describe the various bases of segmenting a market. (10 Marks)
- b. Explain the steps involved in marketing research. (10 Marks)