

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**YEAR I SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE/ YEAR I SEMESTER II BACHELOR OF COMMERCE/ YEAR III SEMESTER I BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/ YEAR III SEMESTER II BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/ YEAR II SEMESTER I BAHELOR OF PURCHASING AND SUPPLYS**

**HBC 2109: PRINCIPLES OF MARKETING**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND**

**ANY OTHER TWO QUESTIONS.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**QUESTION ONE (30 MARKS)**

(a) The operations of any business enterprise are heavily influenced by factors beyond the firm. Using examples discuss the factors in the larger environment that have affected Kenyan business in the last five years.

(10 marks)

(b) Discuss the role of marketing in the society. (5marks)

(c) List and define the major types of buying decision behavior

and the stages in the buyer decision process. (8 marks)

(d) Define product and the major classifications of product and

service. (7 marks)

**QUESTION TWO (20 MARKS)**

(a) With the help of a diagram explain stages of the product life cycle clearly stating how marketing strategies change during the product life cycle.

(10 marks)

(b) List and define the steps in the new product development process and the major considerations in managing this process. (10 marks)

**QUESTION THREE (20 MARKS)**

(a) What factors must be put into considerations when setting

prices. (10 marks)

(b) What are the internal and external factors affecting a firms pricing decisions. (10 marks)

**QUESTION FOUR (20 MARKS)**

(a) What are the benefits of direct marketing to the sellers. (10 marks)

(b) Outline the five promotional mix elements. (10 marks)

**QUESTION FIVE (20 MARKS)**

(a) State the requirements of an effective segmentations. (10 marks)

(b) Wambui has recently been employed in a local bank and would wish to purchase a care. Outline the steps he would follow when buying the car.

(10 marks)