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**University Examinations 2014/2015**

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DEGREE OF BACHELOR OF COMMERCE

**BFB 3151: PRINCIPLES OF MARKETING**

**DATE: OCTOBER 2015 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Enumerate and explain the importance of market segmentation. (10 Marks)
2. Identify and discuss different marketing philosophies. (10 Marks)
3. Discuss factors influencing consumer behaviour. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Elucidate the steps in marketing research (10 Marks)
2. Explain any five macro-environmental factors influencing an organization marketing mix (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Elucidate the marketing strategies that a marketer can undertake during the specific stages of a product life cycle. (10 Marks)
2. Product Pricing Strategies is a competitive edge for successful marketing programme. Discuss various pricing strategies by use of relevant examples. (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Elucidate the characteristics of services. (10 Marks)
2. By stating at least one advantage and disadvantage of each, discuss the five elements of promotion mix. (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Explain the difference between selling and marketing philosophies. (10 Marks)
2. Elucidate the importance of marketing intermediaries in the enhancement of a marketing of a company’s products. (10 Marks)