

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2015/2016**

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGRE OF BACHEOR OF COOPERATIVE MANAGEMENT

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGRE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

AND

THIRD YEAR FIRST SEMSTER EXAMINATION FOR THE DEGRE OF BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

**BFB3151: PRINCIPLES OF MARKETING**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Discuss how each of the marketing philosophies would have implications in the marketing of a company’s products (10 Marks)
2. Explain the characteristics of services (5 Marks)
3. It is said ‘Marketing starts before production and continues even after sales have been mode’ Discuss. (5 Marks)
4. Explain the most appropriate strategies that marketers need to undertake in various stages of a product life cycle (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Elucidate how you would segment the consumer market on the basis of psychological and psychographics variables. (10 Marks)
2. Explain the complex buying behaviour. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. As an entrepreneur/marketer in the hotel industry, explain how you would apply 7Ps to give your outlet mileage over your competitors (14 Marks)
2. Elucidate some of the factors that influence consumer behaviour (6 Marks)

**QUESTION FOUR (20 MARKS)**

1. You are working for a manufacturing concern that specializes in steal products. Explain the types of intermediaries and the critical roles that such intermediaries play in enhancing the marketing of a company products. (10 Marks)
2. Elucidate possible market segments that a market can use in the marketing of a company’s products (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss the importance of marketing information system in enhancing the marketing programme of a company’s product (10 Marks)
2. Explain some of the marketing research designs that a researcher can use in carrying out his/her research (10 Marks)