



# **EMBU UNIVERSITY COLLEGE**

**(A Constituent College of the University of Nairobi)**

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**2015/2016 ACADEMIC YEAR**

**SECOND SEMESTER EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE DIPLOMA IN PURCHASING AND SUPPLIES  
MANAGEMENT**

**BBA 112: PRINCIPLES OF MARKETING**

**DATE: APRIL 14, 2016**

**TIME: 08:30-10:30**

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## **INSTRUCTIONS**

**Answer Question ONE and ANY Other TWO Questions.**

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### **QUESTION ONE**

- a) Briefly explain the FIVE levels of a product. (5 marks)
- b) Explain the FIVE external factors affecting pricing decisions. (5 marks)
- c) Outline FIVE functions of advertising agencies. (5 marks)
- d) Outline any FIVE functions of channel members. (5 marks)
- e) Sampling is an exercise subject to potential faults. Briefly explain any FIVE of these faults (5 marks)
- f) Not all differences make a good differentiator, hence the company ought to carefully select the best difference on which to build its positioning strategy. Highlight any FIVE criterion used in selecting the best difference. (5 marks)

### **QUESTION TWO**

- a) State and explain the FIVE philosophies of marketing. (10 marks)
- b) Discuss the FIVE factors to consider in choosing an appropriate marketing strategy. (10 marks)

**QUESTION THREE**

- a) State and explain the FOUR marketing mix variables. (8 marks)
- b) Discuss the SIX steps used in the process of developing an effective communication and promotion program. (12 marks)

**QUESTION FOUR**

- a) Discuss the FIVE new product adopter categories. (10 marks)
- b) Discuss FIVE aspects along which a product can be differentiated in order to acquire competitive advantage in product positioning. (10 marks)

**QUESTION FIVE**

- a) State and explain FOUR requirements that make market segmentation successful (8 marks)
- b) In marketing communication there are rules and regulations to be followed in order to avoid the violation of other people's rights. State and explain SIX of these issues (12 marks)

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