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DEPARTMENT OF BUSINESS MANAGEMENT & ECONOMICS

MAIN EXAMINATION

2013 /2014 ACADEMIC YEAR

1ST YEAR 2ND SEMESTER EXAMINATION

DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DIB 106

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 15TH APRIL 2014

TIME: 9:00a.m. – 11:00a.m.

INSTRUCTIONS

- Answer question ONE (Compulsory) and any THREE questions

SECTION A: COMPULSORY (25MARKS)

1. a) Explain the concept marketing mix. (5mks)
- b) Discuss how companies position their products for maximum competitive advantage in the market place. (5mks)
- c) Explain the external factors to be considered when setting price on products (5mks)
- d) Highlight the importance of marketing channels (5mks)
- e) Products are classified into various categories. Explain (5mks)

SECTION B: ANSWER THREE QUESTIONS (45MARKS)

2. a) Explain the goals of marketing (5mks)
- b) Explain the main factors affecting consumer behavior (5mks)
- c) Describe five pricing tactics in marketing (5mks)
3. a) List and discuss bases for segmenting consumer and business markets (6mks)
- b) State and explain the core marketing concepts (9mks)
4. a) Describe the major decisions involved in developing an advertising programme (9mks)
- b) Explain the following terms used in marketing:-
 - i) Segmentation
 - ii) Target market
 - iii) Positioning(6mks)
5. a) Enumerate the process of developing new product (10mks)
- b) Describe the following marketing management philosophies
 - i) The production concept
 - ii) The product concept (5mks)
6. a) Explain the roles of the following in the promotion mix.
 - i) Advertising
 - ii) Sales promotion (5mks)
- b) Describe the micro and macro environment factors affecting marketing (10mks)