



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY REGULAR EXAMINATION

DEPARTMENT OF BUSINESS ADMINISTRATION & MANAGEMENT

2013/2014 ACADEMIC YEAR

2ND YEAR 2ND SEMESTER EXAMINATION

COURSE CODE: BCM 202

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 22ND AUGUST, 2014

TIME: 2:00 PM -5:00 PM

INSTRUCTIONS

Answer ALL questions in Section A and ANY THREE Questions in Section B

Write Legibly.

SECTION A: ANSWER ALL QUESTIONS (25 marks)

1. Explain the importance of understanding customers and the market place and identify the five core market place concepts (10 Marks)
2. Define marketing and highlight five key issues brought out from the definition (7 Marks)
3. Explain how changes in the demographic environment and economic environment affect marketing decisions (8 Marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45 Marks)

4. Explain the four major factors that influence consumer buyer behavior (15 Marks)
5. Define product and the major classifications of products and services (15 Marks)
6. Explain how companies find and develop new product ideas (15 Marks)
7. Identify the major social criticisms of marketing (15 Marks)