



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY EXAMINATIONS

2012 /2013 ACADEMIC YEAR

**FOR THE DIPLOMA OF
BUSINESS MANAGEMENT**

COURSE CODE: DIB 106:

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 20th August, 2013

TIME: 2.00pm- 5.00pm

Instructions to Candidates

- Section A is compulsory therefore ANSWER ALL THE QUESTION
- Section B attempt any TWO questions
- Read the questions carefully before answering and write legibly

SECTION A: (30 MARKS) ANSWER ALL QUESTIONS

1. List at least FIVE challenges that marketing managers face today as they discharge their duties (5 marks)
2. How do marketing bridges the gap between producers and consumers (5 marks)
3. Differentiate between marketing as a philosophy and as a set of techniques (6 marks)
4. Discuss the three components of marketing orientations (9 marks)
5. Highlight the key marketing concepts (5 marks)

SECTION B: (40 MARKS) ANSWER ANY TWO QUESTIONS

6. Marketing mix is not a theory but a conceptual framework. Discuss (20 marks)
7. a) Define the term marketing environment (3 marks)
b) Discuss the organization's marketing environment (17 marks)
8. a) Highlight the categories of buying situations (6 marks)
b) List and discuss the stages in the buyer decision process (14 marks)
9. a) Discuss the various components of decision making unit (15 marks)
b) What is your understanding of the black box model of consumer response? (5 marks)