

KIBABII UNIVERSITY COLLEGE

DEPARTMENT OF MARKETING

DIB 106 : PRINCIPLES OF MARKTING

INSTRUCTIONS TO CANDIDATE

1. Answer question one compulsory (25mks)
2. Answer three questions in sections two (45mks)

SECTION ONE COMPULSORY 25MKS

- Q1. (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 TWO ANSWER THREE QUESTION 45MKS

- Q2. (a) Explain the goals of marketing
- (b) Explain the main factors affecting consumer behavior (5mks)
- (c) Describe FIVE pricing tactics in marketing (5mks)
- Q3. (a) List and discuss bases for segmenting consumer and business markets (5mks)
- (b) State and explain the core marketing concepts (9mks)
- Q4. (a) Describe the major decisions involved in developing an advertising program me (9mks)
- (b) Explain the following terms used in marketing
1. Segmentation
 2. Target market

3. Positioning (6mks)

Q5. (a) Enumerate the process of developing new product (10mks)

(b) Describe the following marketing management philosophies

1. The production concept

2. The product concept (5mks)

Q6. (a) Explain the roles of the following in the promotion mix

1. Advertising

2. Sales promotion (5mks)

(b) Describe the micro and macro environment factors affecting marketing

(10mks)