



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE CERTIFICATE IN BANKING AND FINANCE**

Date: 16<sup>th</sup> April, 2024  
Time: 8.30am-10.30am

**CBF 203 - FUNDAMENTALS OF MARKETING**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

---

**QUESTION ONE (30 MARKS)**

- a) Distinguish between social marketing and commercial marketing (4 Marks)
- b) Highlight the types of external environment in marketing (6 Marks)
- c) Define pricing management as applied in marketing (2 Marks)
- d) Describe briefly the types of distribution channels in marketing (6 Marks)
- e) Describe the role of marketing intermediaries in business (6 marks)
- f) Explain the factors that influence consumer buying behavior (6 marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss the strategies of pricing as used in marketing (6 Marks)
- b) Examine the main importance of market segmentation (6 Marks)
- c) Explain the main emerging trends and issues in marketing (8 Marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss the advantages of E-Marketing (6 Marks)
- b) Describe various forms of communication in marketing (8 Marks)
- c) Discuss the factors that influence organization buying behavior (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the main categories of products in marketing (6 Marks)
- b) Explain the features of market environment (8 Marks)
- c) Discuss the factors that influence pricing of products and services (6 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss several methods of market segmentation (8 Marks)
- b) Explain the major challenges posed by emerging issues in marketing (8 Marks)
- c) Citing relevant examples, distinguish between products and services (4 Marks)