



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 WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 9th August, 2016
Time: 5.30pm – 7.30pm

KBA 210 – PRINCIPLES OF MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

You are the marketing manager at Baraka stores and ventures. There are new employees in the marketing department and one of your key responsibilities is to train them.

- a) Discuss the importance of marketing. (10 Marks)
- b) Discuss the various concepts of marketing. (10 Marks)
- c) Discuss the marketing mix variables. (10 Marks)

QUESTION TWO 20 MARKS)

You are the CEO at Pepsi Company limited. Due to the high competition in the market, you decided to schedule a meeting with the managers.

- a) Discuss the various pricing strategies that the company can apply for it to be successful. (10 Marks)
- b) Using a diagram discuss the product life cycle. (10 Marks)

QUESTION THREE 20 MARKS)

The Coca cola Company is contemplating of coming up with new products in the market

- a) Discuss the phases / stages of new product development. (10 Marks)
- b) Discuss the benefits of branding a product. (10 Marks)

QUESTION FIVE (20 MARKS)

In order to increase the market share, Tangaza boutique and beauty product shop, decided to segment their market.

- a) Discuss the various types of market segmentations they can use. (10 Marks)
- b) Discuss;
 - i) Advantages of market segmentation. (5 Marks)
 - ii) Disadvantages of market segmentation. (5 Marks)

QUESTION FIVE (20 MARKS)

Jane is contemplating of buying a house within Nairobi. She relies heavily on advert found on websites for information. She is taking her time so that she can be able to make a sound decision.

- a) Discuss the adoption process of making the decision to buy. (10 Marks)
- b) Discuss the importance of using adverts/ promotional services as a source of information. (10 Marks)