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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN BANKING AND FINANCE
CBF 023: FUNDAMENTALS OF MARKETING

Date: 14TH AUGUST 2023
Time: 8:30AM-10;30AM

INSTRUCTIONS TO CANDIDATES
ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS
QUESTION ONE (30 MARKS)

a) Briefly highlight on the procedure of introducing a new product in the market.   (5 Marks)

b) Explain the various types of core marketing concepts.   (5 Marks)

c) Highlight on any FIVE bases of market segmentation.   (5 Marks)

d) List any FIVE sources through which customers obtain information before buying a product.

(5 Marks)

e) Give the benefits of marketing to a modern company?   (5 Marks)

f) Elaborate consumer buying process.   (5 Marks)

QUESTION TWO (20 MARKS)
a) Discuss on the components of the decision making unit (DMU) in an organization.(8 Marks)
b) Describe the dimensions of services in marketing.   (6 Marks)

c) Explain benefits attributed to companies embracing digital marketing.   (6 Marks)

QUESTION THREE (20 MARKS)
a) Give the importance of environmental scanning to modern organizations?   (6 Marks)
b) Describe the factors to consider before buying a new equipment.   (6 Marks)
c) Discuss the challenges of international marketing facing modern companies.   (8 Marks)

QUESTION FOUR (20 MARKS)
a) Elaborate on the marketing mix elements that form marketing strategies for modern
    companies.   (6 Marks)
b) Discuss any FOUR objectives of pricing to organizations.   (8 Marks)
c) Using the Product Life Cycle diagram, show how a product is introduced into the market.
(6 Marks)

QUESTION FIVE (20 MARKS)
a) Explain any FIVE emerging issues in marketing.   (10 Marks)

b) Enumerate any FIVE reasons that have necessitated new product development by organizations. (10 Marks)