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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
CERTIFICATE IN BUSINESS ADMINISTRATION**

CBM 023- FUNDAMENTALS OF MARKETING

Date: 13th August 2017
Time: 11.00Am- 1.00 Pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) For a marketing operation to take place effectively, it is important for marketing manager to plan for marketing mix. In light of the statement:
- i) Define a marketing plan (2 Marks)
 - ii) Define marketing mix (8 Marks)
 - iii) List and explain the factors to consider before developing a marketing plan (5 Marks)
- b) Identify at least factors a marketer should consider when pricing a product (10 Marks)
- c) Identify the components of market research (5 Marks)

QUESTION TWO (20 MARKS)

- a) Identify and explain at least five consumer demographics that may influence marketer place decision (5 Marks)
- b) Identify and explain atleast five factors that a firm should consider when choosing an intermediary for its products (10 Marks)
- c) Identify atleast five competitor forces that may affect marketing operations (5 Marks)

QUESTION THREE (20 MARKS)

- a) Queen Technologies is planning to open a Network in East Africa declining in internet service. Discuss how the company can segment the market for its products. (10 Marks)

- b) Discuss five ways through which an organization can benefit by understanding consumer behavior. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss at least five characteristics of services and explain how they influence the marketing managers decisions. (10 Marks)
- b) The selection of the channels of communication is an important decision in the promotion function. Identify factors that a marketing manager should consider when selecting media. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Identify and explain at least five benefits that would accrue to a firm as a result of conducting regular market research (5 Marks)
- b) Distinguish between industrial and consumer markets (10 Marks)
- c) What are the importance of target marketing to a firm (5 Marks)