# KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
## UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
## SECOND YEAR, SECOND SEMESTER EXAMINATION
## FOR THE DIPLOMA IN BUSINESS & INFORMATION TECHNOLOGY
## DBA 1105 – PRINCIPLES AND PRACTICES OF MARKETING

Date: 16TH April 2024
Time: 8:30AM – 10:30AM

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

**QUESTION ONE (30 MARKS)**
a) The ultimate goal of marketing concepts is to predict and fulfill a customer's need. Describe the FIVE types of marketing concepts. (6 Marks)
b) Highlight the factors that influence consumer buying behavior (6 Marks)
c) A marketing environment is vast and diverse, consisting of controllable and uncontrollable factors. Identify the micro environmental forces that may affect an organization (6 Marks)
d) Describe the advantages of market segmentation (6 Marks)
e) Explain the classification of consumer products (6 Marks)

**QUESTION TWO (20 MARKS)**
a) Explain the FOUR stages of the product life cycle (PLC) (8 Marks)
b) Examine SIX factors that may influence the price of a product (6 Marks)
c) Explain the factors to consider when selecting channels of distribution (6 Marks)

**QUESTION THREE (20 MARKS)**
a) Describe the nature and characteristics of marketing of services (5 Marks)
b) Explain the components of marketing communication (8 Marks)
c) Analyse the emerging trends and issues in marketing (7 Marks)

**QUESTION FOUR (20 MARKS)**
a) Explain the elements of marketing mix (8 Marks)
b) Discuss the differences between social marketing and commercial marketing (7 Marks)
c) Describe the stages of the consumer buying behaviour (5 Marks)

**QUESTION FIVE (20 MARKS)**
a) Analyze the difference between a product and service (7 Marks)
b) Discuss FOUR features of marketing environment (8 Marks)
c) Describe FIVE types of market intermediaries citing examples (5 Marks)