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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
CERTIFICATE IN BUSINESS ADMINISTRATION**

CBM 023 – FUNDAMENTALS OF MARKETING

Date: 9th April 2018

Time: 2.30pm – 4.30pm

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. Distinguish between product mix and service mix (8 Marks)
 - iii. List and explain the factors to consider before developing a marketing plan (5 Marks)
- b) Identify the factors a marketer should consider when pricing a product (7 Marks)
- c) Identify and discuss the components of market research (8 Marks)

QUESTION TWO (20 MARKS)

- a) Identify and explain the benefits that would accrue to a firm as a result of conducting regular market research (8 Marks)
- b) Distinguish between industrial and consumer markets (6 Marks)
- c) What are the importance of target marketing to a firm (6 Marks)

QUESTION THREE (20 MARKS)

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

QUESTION FOUR (20 MARKS)

- a) Distinguish between product and services mix (12 Marks)
- b) Discuss the factors a marketer should consider when selecting media for promotion (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss at least five characteristics of services and explain how they influence the marketing managers decisions. (7 Marks)
- b) Explain the issues that may influence distribution channel used by a marketer (8 Marks)
- c) State and explain the marketing philosophies (5 Marks)

