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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DMT 1303- PRINCIPLES AND PRACTICE OF MARKETING

Date: 16th April, 2018
Time: 11.00Am- 1.00Pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Highlight FIVE factors that one should consider before making a pricing decision. (5Marks)
- b) Discuss the four Ps of Marketing. (8Marks)
- c) How does understanding of consumer behavior help a marketer (5Marks)
- d) Explain the evolution of Marketing (8Marks)
- e) Distinguish between Advertising and Publicity. (4Marks)

QUESTION TWO (20MARKS)

- a) Discuss the Composition of the Marketing Environment (15Marks)
- b) Explain the decline stage in the product life cycle and highlight the marketing strategies that can be used in this stage. (5Marks)

QUESTION THREE (20 MARKS)

- a) Describe the four classifications of Consumer Products giving appropriate examples of each. (8Marks)
- b) Explain four factors that should be considered while selecting the appropriate channel of distribution (8Marks)
- c) Highlight four reasons for undertaking promotion. (4Marks)

QUESTION FOUR (20 MARKS)

- a) Describe FIVE element of macro environment. (10Marks)
- b) Discuss FIVE personal factors that may affect the purchasing behavior of a consumer. (10Marks)

QUESTION FIVE (20 MARKS)

- a) Elizabeth has recently been employed by Taveta fresh drinking water company. One of her first assignment is to conduct marketing research for the marketing department for the next one year. Explain to Elizabeth the process involved in this task. (10Marks)
- b) Discuss the steps in Segmentation of the market. (10Marks)