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

**DBA 1105 – PRINCIPLES AND PRACTICE OF MARKETING**

Date: 16<sup>th</sup> April, 2018

Time: 11.00am – 1.00pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) The field of marketing has really evolved from earlier orientations. Highlight five such philosophies (5 Marks)
- b) State the importance of marketing (5 Marks)
- c) Describe the reasons for conducting market research (6 Marks)
- d) To compete effectively and achieve goals of an organization, the organization must be able to adjust its product mix. Need to understand competition and customer attitudes and preferences. New products can be brought into the organization through acquisition or through new product development. Explain the steps new product development (7Marks)
- e) Explain tools that comprise promotion mix (7 Marks)

**QUESTION TWO (20 MARKS)**

- a) Explain the five Ps for marketing mix (7 Marks)
- b) Discuss the advantages secondary data (5 Marks)
- c) Highlight marketing challenges into the new millennium (8 Marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the dimensions of segmenting consumer markets (8 Marks)
- b) Companies can use several pricing techniques to stimulate early purchase. Explain Promotional pricing method (7 Marks)
- c) Describe the marketing strategies in the introduction stage (5 Marks)

**QUESTION FOUR (20 MARKS)**

- a) The theory of a product life cycle was introduced in the 1950 to explain the expected life cycle of a typical product from design to absolcnce. Explain the product life cycle. (10 Marks)
- b) Describe factors influence price setting (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the micro-economic environment (10 Marks)
- b) Explain factors affecting a consumer when making a purchase decisions (10 Marks)