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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 18th April, 2024
Time: 2.30pm – 4.30pm

KBA 210 - PRINCIPLES OF MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: TOYOTA MOTOR CORPORATION

Toyota Motor Corporation, founded in 1937 by Kiichiro Toyoda, is a Japanese multinational automotive manufacturer headquartered in Toyota City, Japan. Toyota is renowned for its innovative production methods, quality vehicles, and global presence. The company produces a wide range of vehicles, including sedans, SUVs, trucks, hybrids, and electric vehicles. For decades, the company has consistently embraced innovating marketing strategies. Toyota focuses on continuous innovation, introducing new models with advanced technology, fuel efficiency, safety features, and environmental sustainability. Leveraging its reputation for reliability, durability, and quality, Toyota emphasizes brand loyalty and customer satisfaction. Toyota targets different customer segments with a diverse product lineup, including Toyota, Lexus (luxury brand), and Daihatsu (compact cars). Toyota is utilizing digital channels and online platforms to engage with customers, promote products, and provide personalized experiences. Toyota is dedicated to “customer centric culture”. Toyota prioritizes quality and customer satisfaction, implementing Total Quality Management (TQM) principles and continuous improvement processes.

Toyota is actively soliciting and incorporating customer feedback into product development, service improvements, and business decisions. Toyota is creating positive experiences for customers at every touchpoint, from sales and service to ownership and beyond, fostering long-term relationships and brand loyalty. Like any other company, Toyota is experiencing challenges such as global competition, technological disruptions, environmental regulations and supply chain disruptions. Despite these challenges, Toyota has adopted robust positioning strategies. Toyota is positioned as a provider of reliable, safe, and affordable vehicles that meet the needs of diverse customer segments. Emphasizing Toyota's commitment to sustainability and environmental stewardship through initiatives such as hybrid vehicles, fuel-efficient engines, and zero-emission vehicles. Toyota is positioned as an innovator in automotive technology, with a focus on advanced safety features, connectivity, and mobility solutions. Toyota is differentiated through its customer-centric approach, focusing on delivering exceptional value, service, and experiences to customers.

Required;

With reference to the above case study;

- a) Identify challenges Toyota is experiencing in the industry. (6 Marks)
- b) Examine benefits attributed to Toyota for embracing digital marketing. (6 Marks)
- c) Discuss factors marketing managers at Toyota need to consider before segmenting markets (6 Marks)
- d) Suggest positioning strategies embraced by Toyota. (6 Marks)
- e) What are the macro environmental factors which you think can influence marketing strategies of Toyota (6 Marks)

QUESTION TWO (20 MARKS)

- a) Highlight the 4 Ps of marketing (4 Marks)
- b) Marketing philosophies are regarded as perspectives held by companies with regard to consumer needs and wants. Explain four marketing philosophies that guide marketing decisions in competitive organizations (8 Marks)
- b) Companies can inform, persuade and remind customers about new and existing products through advertising. Examine four benefits attributed to companies embracing advertising (8 Marks)

QUESTION THREE (20 MARKS)

- a) State four features of modern marketing (4 Marks)
- b) Products are viewed to have distinct features as compared to products. Elaborate four distinctions between products and services (8 Marks)
- c) Imagine you are planning to buy a new car, describe four factors you need to consider before buying the new car (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Suggest strategies of extending the product life cycle (4 Marks)
- b) The marketing environment is viewed as complex but not static. Describe four factors which accelerate complexity of the marketing environment in the 21st Century (8 Marks)
- c) Describe four scenarios where social marketing can be applied. (8 Marks)

QUESTION FIVE(20 MARKS)

- a) List four types of consumer products (4 Marks)
- b) Discuss five functions of market intermediaries in the chain of distribution. (8 Marks)
- c) Modern marketing is preferred as compared to traditional marketing. Examine four differences between traditional marketing and modern marketing. (8 Marks)