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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DMT 1303- PRINCIPLES AND PRACTICE OF MARKETING

Date: 13th August 2018

Time: 8.30 Am- 10.30Am

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) What is the difference between selling and marketing? (2 Marks)
- b) Define the terms market segmentation and market targeting (4 Marks)
- c) Discuss various ways of segmenting the market (8 Marks)
- d) Discuss the importance of marketing to the society (8 Marks)
- e) Discuss the factors that should be present in order for an exchange to take place (7 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the factors that lead to customers diverse tastes and preferences (10 Marks)
- b) Discuss the various marketing philosophies/ concepts (10 Marks)

QUESTION THREE (20 MARKS)

- a) Clearly explain the customer buying process (10 Marks)
- b) Discuss the various factors that influence pricing decisions (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss channels of distribution and describe the type of channels a marketer can use (10 Marks)
- b) Discuss the reasons why marketers invest heavily in promotion (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Briefly discuss the various stages of the product life cycle (10 Marks)
- b) Discuss the environmental factors that affect a firm (10 Marks)