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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN BANKING AND FINANCE**  
**CBF 023: FUNDAMENTALS OF MARKETING**

Date: 15<sup>th</sup> December 2022  
Time: 2:30pm-4:30pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) Highlight four emerging trends being witnessed in the marketing field. (4 Marks)
- b) Identify five factors that influence an organization's buying behavior. (5 Marks)
- c) State the reasons why a producer would prefer to sell their products directly to the final consumer. (5 Marks)
- d) Describe reasons that would lead to the failure of a new product in the market. (6 Marks)
- e) Explain reasons why marketers need to conduct an environmental analysis. (5 Marks)
- f) List at least five elements that affect the marketing mix elements. (5 Marks)

**QUESTION TWO (20 MARKS)**

- a) You have been invited to give a speech during the annual economic development progress seminar. Give a detailed explanation of the role that marketing plays in the economic development of a society. (6 Marks)
- b) Using the different stages, demonstrate the evolution of marketing management. (8 Marks)
- c) Discuss factors that marketers need to take into consideration before selecting the distribution channel to use. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Using examples, distinguish between social marketing and commercial marketing. (8 Marks)
- b) Elaborate on three tools that marketers can use when scanning the marketing environment. (6 Marks)
- c) As the lead marketing manager, explain to your team the bases they can use to segment you're the market for your client's products. (8 Marks)

**QUESTION FOUR (20 MARKS)**

- a) You have been invited to give a lecture on consumer buying behavior. Elaborate to your audience on the process that consumers follow when they want to purchase a product. (6 Marks)
- b) With an aid of a diagram, explain the product's life cycle model. (8 Marks)
- c) Discuss the emerging issues and trends witnessed in marketing today. (6 Marks)

**QUESTION FIVE (20 MARKS)**

- a) You have been hired as a marketing consultant for a newly established business that produces baby diapers. Explain to the managers four pricing strategies that they can use on their products. (8 Marks)
- b) Describe the various categories in which products in the market can be classified. (6 Marks)
- c) Illustrate the role that middlemen play in the distribution of products from the producers to the consumers. (6 Marks)