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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CHM 023: FUNDAMENTALS OF MARKETING**

Date: 11<sup>TH</sup> DECEMBER 2023  
Time: 8:30AM-10:30AM

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

a) **Case Study**

Rience is a leading e-commerce company known for its wide range of products and user-friendly online platform. The company has developed a new smartphone, the 4R Pro, which is packed with cutting-edge features and is set to disrupt the market. The challenge is to create a successful marketing communication strategy to launch this product in a highly competitive environment.

- i) Elaborate on **THREE** promotional techniques that Rience can implement to increase awareness and instigate trial and provide relevant examples. (6 Marks)
  - ii) State **FIVE** importance of undertaking marketing communication in any given Environment. (5 Marks)
- b) Explain **THREE** marketing philosophies that aid an organization in achieving its marketing goals. (6 Marks)
- c) Elaborate on the **FIVE** stages of consumer buying process. (5 Marks)
- d) Explain **FOUR** Macro-environmental factors that influence business operations and provide relevant examples. (8 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss **THREE** emerging issues in Marketing and provide relevant examples. (6 Marks)
- b) Explain **THREE** factors that affect price decisions (6 Marks)
- c) Elaborate on **FOUR** functions of marketing intermediaries (8 Marks)

**QUESTION THREE (20 MARKS)**

- a) Distinguish between the following terms;
  - i) Social Marketing and Commercial Marketing. (4 Marks)
  - ii) Traditional Marketing and Modern Marketing. (4 Marks)
- b) Explain **THREE** types of distribution channels. (6 Marks)
- c) Discuss **THREE** segmentation variables that aid the marketing department in tailoring effective marketing programs. (6 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain **FOUR** core marketing mix elements that help firms to gain a competitive advantage whilst proving relevant examples. (8 Marks)
- b) Elaborate on **TWO** factors that influence Consumer Behaviour. (4 Marks)
- c) Illustrate the product life cycle stages and state **TWO** characteristics of each stage. (8 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe **FOUR** differences between products and services. (8 Marks)
- b) Explain **THREE** advantages of conducting market segmentation. (6 Marks)
- c) Describe **THREE** advantages of E-marketing. (6 Marks)