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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FOR THE CERTIFICATE IN HUMAN RESOURCE
MANAGEMENT
CHR 023: FUNDAMENTALS OF MARKETING

Date:
Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Distinguish between social marketing and commercial marketing. **(4 Marks)**
- b) Highlight the types of external environment in marketing. **(6 Marks)**
- c) Define pricing management as applied in marketing. **(2 Marks)**
- d) Describe briefly the types of distribution channels in marketing. **(6 Marks)**
- e) Describe the role of marketing intermediaries in business. **(6 Marks)**
- f) Explain the factors that influence consumer buying behavior. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Discuss the strategies of pricing as used in marketing. **(6 Marks)**
- b) Examine the main importance of market segmentation. **(6 Marks)**
- c) Explain the main emerging trends and issues in marketing. **(6 Marks)**

QUESTION THREE (20 MARKS)

- a) Discuss the advantages of E-Marketing. **(6 Marks)**
- b) Describe various forms of communication in marketing. **(6 Marks)**
- c) Discuss the factors that influence organization buying behavior. **(6 Marks)**

QUESTION FOUR (20 MARKS)

- a) Discuss the main categories of products in marketing. **(6 Marks)**
- b) Explain the features of market environment. **(8 Marks)**
- c) Discuss the factors that influence pricing of products and services. **(6 Marks)**

QUESTION FIVE (20 MARKS)

- a) Discuss several methods of market segmentation. **(8 Marks)**
- b) Explain the major challenges posed by emerging issues in marketing. **(8 Marks)**
- c) Citing relevant examples, distinguish between products and services. **(4 Marks)**