



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: August, 2016

Time:

KBA 210 – PRINCIPLES OF MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Marketing environment comprises internal and external environments. Explain. (4 Marks)
- b) Define Publics element of microenvironment and outline any three to show how they affect marketing activity by companies. (8 Marks)
- c) Explain the meaning of PLC to a marketing company. (8 Marks)
- d) With suitable examples explain the adopter categories that a marketing organization need to invest in. (10 Marks)

QUESTION TWO 20 MARKS)

- a) Distinguish mass markets from differentiated marketing. (5 Marks)
- b) Define and explain requirements for effective market segmentation. (15 Marks)

QUESTION THREE 20 MARKS)

- a) Explain the importance of new product development to organizations. (5 Marks)
- b) Discuss the necessity for market testing and commercialization stages in new product development and outline strategies for effective commercialization. (15 Marks)

QUESTION FIVE (20 MARKS)

Service marketing differs substantially to product marketing. As a marketer, prepare a presentation to assist Joan who owns “Digital Beauty Palour Limited” to appreciate service marketing so as to overcome challenges the business is experiencing.

(20 Marks)

QUESTION FIVE (20 MARKS)

Use relevant examples to briefly explain the meaning and relevance of production and marketing philosophies and outline the role of the marketing manager in each case.

(20 Marks)