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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR**  
**CERTIFICATE IN HUMAN RESOURCE MANAGEMENT**

**CHR 023 - FUNDAMENTALS OF MARKETING**

Date: 11<sup>th</sup> December, 2020.

Time: 2.30pm – 4.30pm

**INSTRUCTIONS TO THE CANDIDATES**

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

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**QUESTION ONE (30 MARKS)**

- a) State and explain three marketing mix elements that inform marketing decisions (6 Marks)
- b) Discuss two marketing management philosophies (6 Marks)
- c) Explain three merits of marketing to small and large companies (6 Marks)
- d) Describe three feature of commercial marketing (6 Marks)
- a) Explain three macro marketing factors that influence marketing decisions (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Highlight four feature of a product (4 Marks)
- b) State four factors to consider when fixing the price of the product (4 Marks)
- c) Describe consumer buying process (6 Marks)
- d) Explain three functions of intermediaries in the chain of distribution (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) List four features of a service (4 Marks)
- b) Enumerate four benefits of segmentation to modern firms (4 Marks)
- c) Describe the Product Life Cycle by using a diagram (6 Marks)
- d) Describe similarities between consumer and organizational buying (6Marks)

**QUESTION FOUR (20 MARKS)**

- a) Differentiate between skimming pricing strategy and penetration pricing strategy (4 Marks)
- b) Enumerate four sources of new product development (4 Marks)
- c) Explain three factors to consider when choosing means of distribution (6 Marks)
- d) Describe three differences between products and services (6Marks)

**QUESTION FIVE (20 MARKS)**

- a) Highlight four merits of advertising (4 Marks)
- b) List four benefits of digital marketing to competitive firms (4 Marks)
- c) Discuss three advantages of sales promotion to large and small organization (6Marks)
- d) Describe three external factors that influence marketing decisions (6Marks)