



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: 9th August, 2016.
Time: 3.30pm – 5.30pm

KBA 210 – PRINCIPLES OF MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms; (10 Marks)
- i) Need
 - ii) Want
 - iii) Product
 - iv) Service
 - v) Demand
- b) Identify and explain the steps to be considered in marketing research? (10 Marks)
- c) Explain the factors that influence the choice of a distribution channel and highlight the importance of channels of distribution to a given business? (10 Marks)

QUESTION TWO (20 MARKS)

- a) Distinguish between marketing planning and marketing control? (4 Marks)
- b) Outline the importance of marketing planning in an organization? (8 Marks)
- c) Highlight the objectives of marketing control? (8 Marks)

QUESTION THREE (20 MARKS)

Prepare a report describing the main influences on consumer buying behaviour and provide examples to support your explanations.

QUESTION FOUR (20 MARKS)

Describe the process for the development of a new product and explain the various adopter categories with their respective percentage of adoption.

QUESTION FIVE (20 MARKS)

Briefly explain the internal and external environmental factors that influence marketing?