



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, 2020/2021 ACADEMIC YEAR  
FIRST YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)**

Date: 17<sup>th</sup> December, 2020  
Time: 2.30pm – 4.30pm

**KBA 210 - PRINCIPLES OF MARKETING**

**INSTRUCTIONS TO CANDIDATES**

---

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

---

**QUESTION ONE (30 MARKS)**

**CASE STUDY: MODERN LOGISTICS**

Modern logistics is one of the companies that has been operating in Kenya since 1990. It has been providing logistics services to individuals and organizations. Due to changing consumer needs and wants, the management of the company has replaced product philosophy with marketing philosophy. The company has automated their services and extended its services to international markets. Currently, the company is serving over 760,000 customers in 13 countries. Going forward, the company management is planning to invest more financial resources in modern air cargo services to enhance customer experience.

Required:

- a) In reference with the case study, discuss benefits attributed to marketing philosophy which is being used by Modern Logistics. (6 Marks)
- b) Discuss advantages enjoyed by modern logistics company for venturing into international markets. (6 Marks)
- c) Describe functions performed by market intermediaries in the chain of distribution. (6 Marks)
- d) Do you agree that technology used by Modern Logistics can add value to the company and customers? If yes justify (6 Marks)
- e) Examine environmental factors that management of Modern Logistics needs to assess before investing in any new market. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss similarities between social and commercial marketing. (8 Marks)
- b) Describe four similarities between consumer buying and organizational buying. (6 Marks)
- c) Describe four types of pricing strategies used by competitive firms in the market. (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Enumerate advantages of digital marketing to organization. (6 Marks)
- b) Enumerate factors that influence consumer buying behaviour. (6 Marks)
- c) Describe market intelligence sources used by marketing professionals. (8 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss types of products manufactured by companies in the market. (10 Marks)
- b) Explain benefits of marketing information systems to organizations. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Differentiate between psychological and geodemographic bases of segmentation. (6 Marks)
- b) Illustrate the Product Life Cycle model and explain features of each stage. (8 Marks)
- c) State and explain three types of segmentation companies can apply when marketing products and services in the market (6 Marks)