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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

DHT 006 - PRINCIPLES OF MARKETING

Date: 8th August, 2016.
Time: 12.00pm – 2.00pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

You have been newly employed at Coca-Cola Company as a marketing manager. Your aim is to drive the sales up the ladder;

- a) Discuss the importance of marketing. (10 Marks)
- b) Discuss the 5 fundamental concepts of marketing. (10 Marks)
- c) Discuss the two types of the marketing mix and their variables. (10 Marks)

QUESTION TWO (20 MARKS)

The environment is full of uncertainties therefore it is important for every organisation to understand it. As the CEO of XYZ Company;

- a) Discuss the PESTEL factors and how they affect its marketing. (10 Marks)
- b) Discuss the different types or bases of market segmentation. (5 Marks)
- c) Discuss the advantages and disadvantages of market segmentation. (5 Marks)

QUESTION THREE (20 MARKS)

Julius Kipngetich is the new CEO of Uchumi Supermarkets. In the recent past, the supermarket has faced a lot of competition;

- a) Discuss the various pricing strategies he can utilize to ensure the organization retains its lost glory. Use relevant examples. (10 Marks)
- b) Discuss the process of product development. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Define marketing management. (2 Marks)
- b) What is the importance of marketing management? (8 Marks)
- c) Discuss the factors to consider when choosing type of market. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Define what is utility in marketing. (2 Marks)
- b) Discuss the four types of utility in marketing. (8 Marks)
- c) Discuss the various types of marketing strategies. (10 Marks)