



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 WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN HUMAN RESOURCE MANAGEMENT
CHR 023: FUNDAMENTALS OF MARKETING

Date:
Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain five types of core marketing concepts. (5 Marks)
- b) List five differences between social marketing and commercial marketing. (5 Marks)
- c) As a marketer in an organization, explain to your boss the goals you intend to achieve from marketing campaigns. (5 Marks)
- d) State five advantages of marketing to a modern company. (5 Marks)
- e) Describe the stages of the consumer buying process. (5 Marks)
- f) List the factors influencing buyer behavior. (5 Marks)

QUESTION TWO (20 MARKS)

- a) With the use of a diagram, describe the four stages of a product life cycle. (8 Marks)
- b) Explain benefits attributed to companies embracing digital marketing. (6 Marks)
- c) Discuss sources where customers may obtain information before buying a product. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Highlight the objectives of pricing. (6 Marks)
- b) Describe factors you can advise management to consider before buying a new equipment. (6 Marks)
- c) Discuss the challenges of international marketing to modern companies. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) List any four marketing mix elements that inform marketing strategies of modern companies. (4 Marks)
- b) Describe dimensions of services as opposed to products. (8 Marks)
- c) Examine components of integrated marketing communication. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Highlight sources of customer complains in a manufacturing firm. (4 Marks)
- b) Discuss the emerging trends and issues in marketing. (8 Marks)
- c) Describe the four marketing philosophies giving an example on how its applied. (8 Marks)