



ALUPE UNIVERSITY
COLLEGE

... Bastion of Knowledge...

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OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2019 /2020 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION
FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT AND BACHELOR OF
EDUCATION BUSINESS STUDIES

COURSE CODE: BBM 212/ EDB 201

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 9TH DECEMBER, 2019

TIME: 3 HOURS

INSTRUCTION TO CANDIDATES

- **SEE INSIDE**

THIS PAPER CONSISTS OF 3 PRINTED PAGES

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REGULAR – MAIN EXAM

BBM 212/ EDB 201: PRINCIPLES OF MARKETING

STREAM: BBM / BED (Arts)

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

SECTION A

QUESTION ONE

(30 MARKS)

Mobiles International (MI) a mobile phone company based in Kenya, fears that the market is reaching saturation point in certain countries. That is to say, most people own a mobile phone. The market is very competitive and it is important that MI is able to sustain a competitive advantage.

- (a) You are hired as a marketing expert and you think the company needs to re-evaluate its environment.
 - (i) Describe to the marketing team **five** main features of a marketing environment. **[5 marks]**
 - (ii) Describe to the management of MI any **six** macro environmental factors and how they affect an organization. **[12 marks]**
- (b) (i) state any **three** publics the organization may interact with in its operation **[3 marks]**
 - (ii) Describe a SWOT analysis strategy that MI can undertake to understand its environment. **[10 marks]**

QUESTION TWO

(20 MARKS)

As an expert in marketing you are to present a paper to Alupe University College students taking business studies.

- (a) Describe to them what marketing management is and any **five** tasks of a marketing manager **[12 marks]**

- (b) Explain to the students any **eight** qualities of a marketing manager. [8 marks]

QUESTION THREE (20 MARKS)

The school's 'Young Achievers' club, an investment club, want to sell their new innovative products. You are the patron of the club and think they need some basic knowledge in marketing.

- (a) Define to them what a product is and explain **four** classifications of consumer products

[10 marks]

- (c) Describe to the club members a product life cycle clearly showing its stages and what may be done when selling

[10 marks]

QUESTION FOUR (20 MARKS)

As a teacher of business studies, you realize that some of your students in your class are highly motivated and intend to begin small businesses in their local towns.

- (a) Describe to the students any **five** importance of understanding consumer behavior before venturing into business. [10 marks]

- (b) Describe to the students consumer decision making process . [10 marks]

QUESTION FIVE (20 MARKS)

(a) Within a Marketing Information System (MIS) there are means of interpreting information in order to give direction to decision.

- (i) List any **four** models that a business enterprise can use in its MIS subsystem

[4 marks]

- (ii) Discuss any **three** steps a business may take to improve its marketing intelligence system

[6 marks]

- (b) Describe any **two** marketing research approaches a business enterprise may adopt in preparation of a research plan

[2 marks]

- (c) Despite marketing research experiencing a rapid growth many business enterprise still fail to use it sufficiently. Explain any **four** reasons why this is so. [8 marks]