

EDB 201



*Pursuing of Knowledge*

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## UNIVERSITY EXAMINATIONS

### 2021 /2022 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

### BACHELOR OF EDUCATION (ARTS)

**COURSE CODE: EDB 201**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 26/01/2022**

**TIME: 2.00pm-5.00pm**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

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**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)**

You take youths in the local Young Investors Club (YIC) out to attend a local trade exhibition for jua kali sector promotion. During the exhibition they request you to clarify some marketing issues the key note speaker highlighted in his address.

- (a) Peter the club's secretary heard the chief guest encourage jua kali investors to adopt the marketing concept in order to gain a competitive edge on the market.
  - (i) Other than the marketing concept, name any other three concepts to her. **(3 marks)**
  - (ii) Explain to Peter what marketing concept is highlighting its pillars. **(6 marks)**
  - (iii) The Key note speaker stated that it's of value that exchange is properly managed during transactions. Highlight to the young investors any three conditions that must be fulfilled for an exchange to take place. **(3 marks)**
- (b) The jua kali investors were encouraged to have trained marketers help them in selling their products. Describe to the young investors at least six qualities a marketer must possess. **(12 marks)**
- (c) The young investors are keen to know what work marketers do. State to them at least six functions undertaken by the marketer. **(6 marks)**

**QUESTION TWO**

**(20 MARKS)**

"A public is any group that has actual or potential interest in or impact on an organization's ability to achieve its objectives".

- (a) (i) In light of this statement, list any four publics an organization may be exposed to. **(4 marks)**
  - (ii) State any three features of a marketing environment. **(3 marks)**
- (b) Describe how an organization can take control over its human resources and organization culture in its internal environment to ensure it operates properly. **(4 marks)**



- (c) Explain any five macro environmental factors that businesses have to always scan in their operation. **(10 marks)**

**QUESTION THREE**

**(20 MARKS)**

Assessing entries for Alupe University College Annual Innovation Conference, you notice that some student participants were unable to correctly classify their innovations as either products or services. In a pre-conference meeting with the students a group of students' participants approach you to make a clarification on this.

- (a) Differentiate to them a product from a service and with relevant examples describe the **four** categories of consumer products to them. **(10 marks)**
- (b) In your presentation to them you mention that products have a lifecycle hence the value of innovation. Some students seem not to understand what products have a life cycle is. With clear illustration describe to them the product life cycle stating what marketing strategies need to be employed by a business at different stages. **(10 marks)**

**QUESTION FOUR**

**(20 MARKS)**

Vazi letu Fashions is a small business located in Kenya. It manufactures sports clothing including shirts sold to sports clothing shop in East Africa. These shirts are in the colours of famous football clubs, such as AFC Leopards and Gor Mahia FC. Nairobi Sports House, a sports retail company, has approached Vazi Letu Fashions to produce football shirts for them.

- (a) Advice Nairobi Sports House any **five** pricing strategies they can employ to sell football shirts in Kenya. **(10 marks)**
- (b) Discuss any **five** factors that may affect pricing of football shirts in Kenya

**(10 marks)**

**QUESTION FIVE**

**(20 MARKS)**

As the marketer you realize that there is need to segment the market for better management of marketing activities. You share this with your colleagues in the marketing team.

- (a) Some of the marketing team members seem not to understand segmentation well. With relevant examples differentiate undifferentiated marketing from differentiated marketing to the marketing team members. **(4 marks)**



- (b) State and explain any four requirements for effective segmentation to take place to your marketing team members. **(8 marks)**
- (c) Describe any four bases of segmentation that you will rely on to segment the market to the team members. **(8 marks)**

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