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...Bastion of Knowledge...

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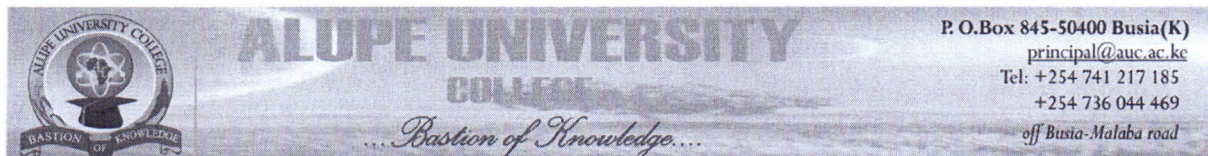+254 736 044 469
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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2019 /2020 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER <u>REGULAR</u> EXAMINATION

FOR THE DIPLOMA IN BUSINESS

MANAGEMENT

COURSE CODE: DBM 07

COURSE TITLE: ESSENTIALS OF MARKETING

DATE: 14/10/2020   **TIME: 3 HOURS**

<u>INSTRUCTION TO CANDIDATES</u>

- **SEE INSIDE**

THIS PAPER CONSISTS OF 4 PRINTED PAGES   **PLEASE TURN OVER**

REGULAR – MAIN EXAM

DBM 07: ESSENTIALS OF MARKETING

STREAM: DBM   **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)**

The coastal region of Kenya has always been a choice destination of many holiday seekers and investors in tourism related business. Pwani Safaris is a tour company based in Mombasa and has been operating below capacity for the last four years. The board of directors is keen on revamping the firm and intends to hire an expert in marketing.

(a) You are hired as a marketing expert and you think the company needs to re-evaluate its environment.

    (i)   Describe to the Pwani Safaris marketing team **four** main features of a marketing environment.   **(4 marks)**

    (ii)   List any **three** publics to the team that the firm may encounter in the process of undertaking its business.   **(3 marks)**

(b) (i)   Socio-cultural forces have been instrumental in the growth of tourism around the coastal region of Kenya. Since this forces are dynamic and sometimes hard to predict their interaction with business. Describe to the Pwani Safaris marketing team any **four** socio-cultural elements of the business environment that they may need to pay attention to.   **(4 marks)**

    (ii)   The natural environment at the coastal region of Kenya has always been and will remain a major attraction to visitors. But also there are natural factors that influence business favourably or unfavourably. Describe to the marketing team any **four** ways in which natural forces affect business activities.   **(4 marks)**

(c) (i) As an expert you think the firm must undertake a marketing audit inorder to understand the environment it operates in. State any five characteristics of a marketing audit **(5 marks)**

(ii) You think the firm need to understand its business environment better. Describe a SWOT analysis strategy to the Pwani Safaris board of directors. **(10 marks)**

QUESTION TWO   **(20 MARKS)**

You are invited by the Nairobi city schools students' business forum as a key note speaker. You realize that some of the attendees are highly motivated and intend to begin small businesses in the local environs they come from.

(a) (i) Differentiate a human need from a want to the attendees. **(2 marks)**

(ii) Using relevant examples state to the attendees any **four** things that can be marketed.

(4 marks)

(b) There are different philosophies that a firm can employee in undertaking its business. Describe to the attendees any four philosophies that can be adopted. **(4 marks)**

(c) Since they may be beginning their businesses for the first time, explain to the attendees at least **five** importance of marketing department in a firm. **(10 marks)**

QUESTION THREE   **(20 MARKS)**

In your interaction with Egerton University "Young Achievers" Club, you realize some members have a concern that you think is valid. Some members argue that the four Ps (4Ps) concept takes the seller's view of the market, not the buyer's view, a fact that seem to trouble other members.

(a) As a marketing expert you know that from the buyer's viewpoint, in this age of customer value and relationships, the four Ps might be better described as the four Cs (4Cs). List the 4Ps with their corresponding 4Cs to "Young Achievers" members. **(4 marks)**

(b) Since the "Young Achievers" Club have just recruited new members you think it is important that they understand products from a business perspective. With clear illustration describe three levels of a product to them. **(6 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)**

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 employee 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)

A marketing intelligence system, which is a sub system of a marketing information system (MIS), is a set of procedures and data sources used by marketing managers to sift information from the environment that they can use in their decision making.

(a) (i) Normally scanning of the business environment is used to gather information and can be undertaken in a variety of ways. Differentiate unfocused scanning from semi focused scanning. **(4 marks)**

(ii) Within the MIS there are means of interpreting information inorder to give direction to decisions. List any **four** models that a business enterprise can use in its MIS subsystem **(4 marks)**

(b) Marketing research process includes the systematic identification, collection, analysis and distribution of information for the purpose of knowledge development and decision making. Briefly describe the following steps in a marketing research process.

(i) Defining the problem **(2 marks)**

(ii) Data collection **(2 marks)**

(c) (i) Describe any **four** roles of research information in marketing. **(4 marks)**

(ii) Despite marketing research experiencing a rapid growth many business enterprise still fail to use it sufficiently. Explain any **four** reasons why this is so. **(4 marks)**

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