



ALUPE UNIVERSITY  
COLLEGE

...*Bastion of Knowledge*...

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR O BUSINESS

MANAGEMENT/EDUCATION BUSINESS

COURSE CODE: BBM 212/ EDB 201

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: 18/12/2018

TIME: 2.00-5.00 pm

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#### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER

**BBM 212/ EDB 201: PRINCIPLES OF MARKETING**

**STREAM: BBM / BED (Arts)**

**DURATION: 3 Hours**

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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**

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**

"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

Assessing entries for Egerton University 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

- (a) (i) Organizations are set up to fulfill consumer needs and very often, the actual customer making a purchase may not be doing so for himself or herself. In light of this and with relevant examples differentiate the role of an initiator from influencer in consumer behaviour perspectives. **(4 marks)**
- (ii) Personal factors are usually unique to a particular individual, but it is important that marketers should understand them to develop appropriate marketing mix for the target market. Describe at least **three** personal factors that determine consumer behaviour. **(6 marks)**
- (b) Describe the consumer decision making process. **(10 marks)**

**QUESTION FIVE**

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 in order 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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