KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 201: PRINCIPLES OF MARKETING

DATE: Tuesday, 6th February 2018 **TIME: 4.30 p.m. - 6.30 p.m.**

INSTRUCTIONS:

ATTEMPT QUESTION ONE AND ANY OTHER TWO FROM BELOW

1. a) Explain the concept of Marketing Management. (5 Marks)

   b) Discuss the nature and importance of Marketing Management. (5 Marks)

   c) Differentiate between Marketing management and sales management. (10 Marks)

   d) Highlight the Marketing Management Process. (5 Marks)

   e) Explain the marketing research process. (5 Marks)

2. a) Discuss the factors to be considered when selecting distribution channels. (10 Marks)

   b) As opposed to products which are tangible, services are not. Highlight the unique characteristics of services. (10 Marks)

3. a) Discuss the factors considered in price determination, the various approaches to pricing and the different pricing strategies that business organizations use. (10 Marks)

   b) Highlight the different ways of promoting products and services and bring out the major decisions in advertising, personal selling, sales promotion and public relation. (10 Marks)

4. a) Discuss the consumer buying process and the consumer adoption process. (10 Marks)

   b) Highlight the different marketing management philosophies. (10 Marks)

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION