

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF COMMERCE

BCOM 223: PRINCIPLES OF MARKETING

STREAM:

TIME: 2 HRS

DAY: TUESDAY [2.30-4.30 P.M]

DATE: 9/04/2024

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



Instructions: Answer Question ONE and any other TWO Questions

Question One

- a) Marketing is a critical aspect of every business today. Explain the importance of marketing both in organizations and the society. **[10 Marks]**
- b) Businesses today are operating in a complex and dynamic market environment. Explain why the marketer must constantly examine this environment of operation **[10 Marks].**
- c) With an aid of a diagram illustrate and explain the various levels of a product **[10 Marks]**

Question Two

- a) Explain factors to be considered while selecting an appropriate channel of distribution **[8 Marks]**
- b) Middlemen plays a key role in creating accessibility of goods to consumers. Explain some of the functions that wholesalers play in marketing process **[12 Marks]**

Question Three

Pricing is an important aspect in the marketing of goods and services. Explain both the internal and external factors that influence the pricing of goods and services **[20 Marks]**

Question Four

- a) Marketers must develop effective marketing communication strategies for their target customers. Discuss the various factors that a marketer considers in developing the promotion mix for the organization. **[8 Marks]**
- b) Market segmentation may help the organisation to target the most profitable and manageable segment Explain some of the questions that the managers must be clear with if market segmentation is to work effectively **[12 marks]**

