



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE, BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR OF APPLIED ACCOUNTING

### BFB 3151: PRINCIPLES OF MARKETING

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

- (a) Describe the external factors that influence the marketing organization. Use local examples. (10 marks)
- (b) What constitutes the macro marketing system? (10 marks)
- (c) Describe with examples the major trends and forces that are changing the marketing landscape in this age of relationships (10 marks)

#### QUESTION TWO (20 MARKS)

- a) There are three main methods of collecting primary data: qualitative, survey and experimentation. Explain each of them using examples. (6 marks)
- b) The development of a new product is closely linked to profitability for numerous reasons, such as maintaining a flow of new product; being first in the market; and by the experience gained on new product introduction. Discuss these links with profitability in relation to the theory of product life-cycle. (14 marks)

**QUESTION THREE (20 MARKS)**

- a) What is Marketing Mix? Describe the four P's of marketing mix. (8 Marks)
- b) Marketing Management operates within a macro and micro environment. Discuss six macro environmental factors that affect marketing activities. (8 Marks)
- c) Discuss four functions of channel members. (4 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe five bases that organizations use to segment consumer markets. (10 Marks)
- b) Discuss four factors that an organization must look at in evaluating its market segments. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Illustrate through a diagram the stages of a product life cycle. Discuss the various stages illustrated in your diagram. (12 Marks)
- b) Describe the four characteristics of services. (8 Marks)