



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## UNIVERSITY EXAMINATIONS 2023/2024

FIRST YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS  
ADMINISTRATION

### BFD 2103: PRINCIPLES OF MARKETING

**DATE: APRIL 2023**

**TIME: 1½HOUR**

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**INSTRUCTIONS: Answer Question ONE and any other TWO questions.**

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#### QUESTION ONE (30 MARKS)

- a) Differentiate the following terms (6marks)
  - i. Market and market segment
  - ii. Goods and services
  - iii. Value proposition and customer satisfaction
- b) What is marketing mix? Discuss the 4 P's of marketing according to Philip Kotler (10marks)
- c) Highlight factors influencing consumer behavior (5marks)
- d) Highlight four ways of segmenting consumer market (4marks)
- e) Identify five sales promotional tools (5marks)

#### QUESTION TWO (20MARKS)

- a) Discuss the consumer decision making process in marketing (10marks)
- b) Discuss factors affecting consumer behavior (10marks)

#### QUESTION THREE (20MARKS)

- a) Marketing management operates within a macro and micro environment. Discuss six macro environmental factors that affect marketing activities (12marks)
- b) Discuss four functions of a channel member (8marks)



#### **QUESTION FOUR (20MARKS)**

- a) Illustrate through a diagram the stages of a product life cycle. Discuss the various stages illustrated in your diagram (10marks)
- b) Discuss various types of research (10marks)

#### **QUESTION FIVE (20MARKS)**

- a) Briefly explain five marketing concepts showing how they influence marketing practices (10marks)
- b) Highlights four consumer rights (4marks)
- c) Good ethics are important in sustainable marketing. State and explain six ethical values in marketing (6marks)

