



The Co-operative University of Kenya

**EXAMINATIONS FOR THE BACHELOR OF CO-OPERATIVE BUSINESS AND  
BACHELOR OF COMMERCE (BCOB YEAR I SEM II)**  
**UNIT CODE: HCOB 2314**  
**UNIT TITLE: PRINCIPLES of MARKETING**

**QUESTION ONE**

- a) Differentiate the following marketing concepts.
  - i. Marketing and sales marketing (4 marks)
  - ii. Market segmentation and Market positioning (4 marks)
  - iii. Needs and wants (2 marks)
- b) Explain the “psychological” factors that may influence consumers’ purchase decisions.(10 marks)
- c) Ms. Sofia, a marketing manager of Hekima Beauty Ltd. Intends to review the company’s prices for its products. Explain the factors that she may consider during the review. (10 marks)

**QUESTION TWO**

- a) Advertising is one of the most popular form of promotion among marketing firms. Explain the reasons why firms favour advertising over other promotion tools (10 marks)
- b) With the help of a diagrams illustrate the levels of distribution channels used for distribution of consumer goods (10 marks)

**QUESTION THREE**

- a) Explain the FIVE marketing philosophies that guides marketing efforts. (10 marks)
- b) In marketing research, data can be obtained from various way. Discuss any five ways that primary data can be collected (10 marks)

**QUESTION FOUR**

- a) Highlight any five differences between consumer and organizational buying situations (10 Marks)
- b) Coffee Co-operative mostly use intermediaries to market their products. Explain the role that these intermediaries play (10 Marks)

## **QUESTION FIVE**

- a) Explain the benefits of using Social media marketing being one of the emerging marketing channels (10 marks)
  
- b) Describe the stages that a consumer goes through when making purchase decisions (10 marks)