



**The Co-operative University of Kenya**  
**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019**  
**DIPLOMA EXAMINATION**

**UNIT CODE: DMDE 1101 / DMDM 1101**

**UNIT TITLE: FUNDAMENTAL OF MARKETING / MARKETING**

**DATE: 30<sup>TH</sup> AUGUST, 2019**

**TIME: 11:30 AM – 1:30 PM**

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**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

In the past most organizations relied heavily on production based approach and believed in mass production and competitive prices for the success of their business.

- a) In light of the above statement discuss other marketing approaches to business and highlight the most current and important to all marketers. ( 10 Marks)
  
- b) Discuss the various Macro and Micro Environment Forces that a marketer needs to consider in their scanning of environment in order to achieve business success. (20 marks )

**QUESTION TWO**

- a) There are different types of marketing research. Discuss five types. (10 marks)
  
- b) Briefly describe five types of marketing decisions which marketing research can help (10 marks)

**QUESTION THREE**

- a) Discuss the importance of consumer behavior to an organization. (10marks)
- b) Personal factors are critical in influencing buying behavior; describe how personal factors influence once choice of a product. (10 Marks)

**QUESTION FOUR**

- a) Discuss the various bases of segmenting business markets. (10 Marks)
- b) Discuss any FIVE requirements for effective segmentation. (10 Marks)

**QUESTION FIVE**

- a) TATA is an international firm dealing with industrial chemicals; they have approached you to assist them in promotional mix tools to use. Discuss (10 Marks)
  
- b) Describe five factors affecting the promotional mix tools (10 Marks)