

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2018

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS

UNIT CODE: HCOB 2318

UNIT TITLE: MARKETING ENVIRONMENT

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain the reasons why it is critical for marketers to understand the marketing environment (8 marks)
- (b) Distinguish between a firm's internal environment and external environment (8 marks)
- (c) Describe the interaction of the marketing function and the various micro-environment actors (8 marks)
- (d) Discuss FIVE demographic trends that affect marketing showing how marketers can deal with them (10 marks)

QUESTION TWO

- (a) Discuss FIVE public within a firm's marketing environment that it should be concerned with (10 marks)
- (b) Describe FIVE political/legal factors within a firm's marketing environment that it should be concerned with (10 marks)

QUESTION THREE

- (a) Using relevant examples, discuss the concept of Corporate social responsibility showing how it is utilized by companies in Kenya (8 marks)
- (b) Highlight FIVE economic factors that marketers should consider when designing marketing strategies (5 marks)
- (c) Discuss the concept of Green marketing showing how it is applied by business firms today (7 marks)

QUESTION FOUR

- (a) Using relevant examples, describe FOUR technological trends of our times showing their implication to marketers (12 marks)
- (b) Briefly discuss the options that firms have in responding to their marketing environment (8 marks)

QUESTION FIVE

Describe the following concepts

- (a) Marketing environmental analysis (5 marks)
- (b) Customer market categories (5 marks)
- (c) Sustainable marketing (5 marks)
- (d) Social cultural environment (5 marks)