

SUPPLEMENTARY/ SPECIAL EXAMS

COCM 1116 PRINCIPLES OF MARKETING

DATE: SEPT-DEC 2019

INSTRUCTION: Answer question ONE and any other TWO questions

QUESTION ONE: (30 MARKS)

- a) Discuss the marketing philosophies which an organization uses to relate to its market (10 Marks)
- b) What is the importance of marketing :(5 Marks)
- c) Define the following terms:
 - i) Marketing Management (1 Mark)
 - ii) Customer Satisfaction (1 Mark)
 - iii) Customer perceived value (1 Mark)
 - iv) Customer Relationship Management (1 Mark)
 - v) Needs and Wants (1 Mark)
- d) Discuss five challenges of marketing Kenya as a tourist destination. [10 marks]

QUESTION TWO: (20 MARKS)

- a) Describe the marketing research process (10 Marks)
- b) Describe the data collection methods (10 Marks)

QUESTION THREE: (20 MARKS)

- a) Outline the new product development process (10 Marks)
- b) With the aid of a diagram, describe the Stages in the Life Cycle (10 Marks)

QUESTION FOUR: (20 MARKS)

- a) Describe the Macro environment facing the organization (10 Marks)
- b) Discuss the marketing mix an organization is exposed to. (10 Marks)

QUESTION FIVE: (20 MARKS)

- a) Discuss the key promotional strategies (10 Marks)
- b) What is the importance of channel members? (5 Marks)
- c) Explore the various pricing strategies used by a firm (5 Marks)