



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS**

UNIT CODE: HBM 2303

UNIT TITLE: MARKETING MANAGEMENT

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Discuss the stages involved in business buying process. (10 marks)
- (b) Describe how the notion of “creating shared value” differs from Friedman’s ideas of CSR (10 marks)
- (c) Discuss the concepts of marketing orientations (10 marks)

QUESTION TWO

- (a) Explain the main advantages and limitations of **THREE** methods used by marketing managers in order to estimate future demand. (10 marks)
- (b) Explain the concept of marketing mix and describe various factors that determine it (10 marks)

QUESTION THREE

- (a) Discuss the steps involved in the simple marketing process Model (10 marks)
- (b) Write short **NOTES** on any **TWO** of the following concepts (10 marks)
- a) Course related marketing
 - b) Statistical demand analysis
 - c) Customer perceived value
 - d) Business markets

QUESTION FOUR

- (a) Explain the difference between Selling and Marketing concepts. (10 marks)
- (b) Discuss the implications of the changing marketing environment for Marketers. (10 marks)

QUESTION FIVE

- (a) ‘Consumer behavior is the study of how individuals or groups select, buy, use and dispose of goods and services.’ Comment on this statement and describe the main influences on consumer buying behavior. (10 marks)
- (c) Identify the stages of the new product development process and describe the activities associated with **EACH** stage of the process. (10 marks)