



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

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

UNIT CODE: HCOB 2112

UNIT TITLE: PRINCIPLES OF MARKETING

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Marketing plays very important roles in the society. Explain FIVE of these roles (10 marks)
- (b) Differentiate the following concepts
- i) Product and production concepts (4 marks)
 - ii) Marketing and societal concepts (4 marks)
- (c) Describe the key elements in a firm's environment that influence its achievement of marketing objectives (12 marks)

QUESTION TWO

- (a) Social media is emerging to be among the top mostly used promotion options by organizations. Explain its advantages in generating revenue (10 marks)
- (b) Explain FIVE factors influencing consumer purchase decision (10 marks)

QUESTION THREE

- (a) Define marketing research and explain the significance of this activity to the firm (6 marks)
- (b) Describe any FOUR data collection methods that they may employ in the marketing research (8 marks)
- (c) Differentiate between market segmentation, target marketing and positioning (6 marks)

QUESTION FOUR

- (a) Discuss the elements of marketing mix (10 marks)
- (b) Describe factors affecting pricing decisions (10 marks)

QUESTION FIVE

- (a) With an aid of diagram, describe the stages in a product's cycle (10 marks)
- (b) Marketing channels play a critical role in delivering value to customers and firms. Explain FIVE of this roles (10 marks)