

The Co-operative University of Kenya

END OF SEMESTER EXAMINATION AUGUST-2018

**EXAMINATION FOR THE DIPLOMA IN HUMAN RESOURCE MANAGEMENT /
PURCHASING AND SUPPLIES MANAGEMENT**

UNIT CODE: DMDE 1102 / 1101

UNIT TITLE: FUNDAMENTALS OF MARKETING

DATE: 22ND AUGUST, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Define the following terms as used in Marketing
- i. Mass Marketing (5 marks)
 - ii. Target marketing (5 marks)
- (b) Identify and explain three marketing concepts under which organizations can conduct their marketing activities (6 marks)
- (c) Highlight any **FOUR** roles of marketing management in the society (8 marks)
- (d) Explain how the following macro-environment factors affect marketing activities
- i. Economic environment (2 marks)
 - ii. Social-cultural environment (2 marks)
 - iii. Legal – political environment (2 marks)
- (e) Outline **FOUR** external factors that affect pricing decision (4 marks)

QUESTION TWO

- (a) Explain **FIVE** types of marketing decisions which marketing research can help make (10 marks)
- (b) Explain the reason why studying consumer behavior is important to a marketer (10 marks)

QUESTION THREE

- (a) Identify and explain **FOUR** levels of market segmentation (8 marks)
- (b) Describe the stages consumer undergo through before adopting new product (12 marks)

QUESTION FOUR

- (a) Nike is an international brand with a distinctive brand image. Assume they have appointed you to head their marketing department through their regional office in Nairobi. Name and describe **FIVE** channels of distribution the company may use to make Nike available to customers (10 marks)
- (b) Personal selling is the most effective tool at certain stages of the buying process, particularly in building up buyers preferences, convictions and actions. Clearly bring out the main advantages claimed by personal selling (10 marks)

QUESTION FIVE

- (a) Explain the factors which should be considered when deciding a promotional mix for a product (10 marks)
- (b) Identify the reasons that would make a firm venture in international marketing (10 marks)