

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 2112

UNIT TITLE: PRINCIPLES OF MARKETING

DATE: DECEMBER, 2018

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain the FIVE concepts of marketing (10 marks)
- (b) Discuss any FIVE functions of middlemen (10 marks)
- (c) Products can be classified into several classes. Highlight any FIVE classes of products (10 marks)

QUESTION TWO

- (a) Ms. Brenda is in the process of developing a new product. Explain the stages that the process should follow (16 marks)
- (b) Highlight FOUR reasons why firms conduct marketing research (4 marks)

QUESTION THREE

- (a) Describe any FIVE internal factors in a firm's marketing environment that may affect its performance (10 marks)
- (b) Consumer's purchase decision is informed by many factors. Explain FIVE personal factors that influence purchase decisions (10 marks)

QUESTION FOUR

- (a) Explain the effective strategies applicable at each stage of product life cycle (10 marks)
- (b) Discuss FIVE reasons for slow growth in sales of new products just after inception (10 marks)

QUESTION FIVE

- (a) Mr. Olando, a marketing of Mwangaza Electronic Ltd is developing sales promotion strategies targeting hotels. Describe FIVE sales promotion tools that he may consider (10 marks)
- (b) Discuss the key areas where marketing research can be carried out (10 marks)