



**The Co-operative University of Kenya**

**EXAMINATIONS FOR THE BACHELOR OF CO-OPERATIVE BUSINESS AND  
BACHELOR OF COMMERCE**

**(YR III SEM I)**

**UNIT CODE: HCOB 2314/HBM 2303**

**UNIT TITLE: CO OPERATIVE MARKETING MANAGEMENT**

**DATE: 19<sup>TH</sup> DECEMBER, 2018**

**TIME: 9.00 AM – 11.00 AM**

**QUESTION ONE**

- a. Give a clear distinction between the following terms;
  - i. Market and Marketing (4 Marks)
  - ii. Need and Want (4 Marks)
- b. Highlight any five differences between consumer and organizational buying situations (10 Marks)
- c. Ukulima Bora SACCO Ltd. intends to venture into a new market segment for its products. Explain the factors that they consider when identifying a valuable segment (12 Marks)

**QUESTION TWO**

- a. Explain the five Marketing philosophies that may be useful in Co-operative marketing (10 Marks)
- b. Co-operatives can use several pricing techniques to stimulate early purchase. Explain the promotional pricing methods that they may employ (10 Marks)

**QUESTION THREE**

- a. Coffee Co-operative mostly use intermediaries to market their products. Explain the role that these intermediaries play (12 Marks)
- b. Explain any four classifications of consumers goods (4 Marks)

**QUESTION FOUR**

- a. Explain the importance of branding of a firm's product (10 Marks)
- b. Setting a firm' pricing objective is important. Explain any five pricing objectives. (10 Marks)

**QUESTION FIVE**

- a. Explain the advantages of using primary data collection method in marketing research process (10 Marks)
- b. Citing relevant examples, explain the elements of promotion mix (10 Marks)