

## **PRINCIPLES OF MARKETING**

### **DIPLOMA IN BUSINESS ADMINISTRATION**

#### **MAIN EXAM**

##### **Question One**

- a) Briefly explain the various market coverage strategies used to target a market. (10 marks)
- b) Distinguish between personal selling and advertising. (4 marks)
- c) Describe the functions of distribution in marketing. (6 marks)
- d) Outline the personal selling process. (4 marks)
- e) List the factors that influence consumer buyer behaviour. (6 marks)

##### **QUESTION 2**

- (a) Arise Grow Industries Limited has recently launched 'Rafiki' which is an energy drink. Using a diagram explain the stages of life cycle that Rafiki will go through. **(10 Marks)**
- (b) Advise the Marketing Manager of Arise Grow Industries the various channels of distribution he can use to make buzz available to consumers. **(10 Marks)**

##### **QUESTION 3**

Research information is crucial in both the short run and long run survival of firms in an industry. It enables the organizations to acquire usable information about the market place as an aid to vital marketing decision-making on a daily basis. Marketing research can provide information that can help in reducing the risk in decision-making, but at a cost. Usually the more accurate the information, the more it will cost the organization. Explain the various steps in marketing research.

**(10 marks)**

Using relevant examples, Explain five alternative marketing concepts that an industry can use in conducting their marketing activities. **(10 Marks)**

#### **QUESTION 4**

(a) Businesses do not operate in a vacuum. They are affected in some way by the environments in which they operate. Describe how Macro environmental factors affect Marketing strategies.

**(10Marks)**

(b) Discuss the product positioning strategies.

#### **QUESTION 5**

(a) Promotion as a component of any marketing mix refers to the processes used by an organization in order to communicate with its customers, both actual and potential. Highlight the promotion mix that a marketer can use to communicate.

**(12 Marks)**

(b) Explain any FOUR basis for segmenting a consumer market

**(8 Marks)**