



**The Co-operative University College of Kenya**  
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

**END OF SEMESTER EXAMINATION APRIL-2015**

**EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT**  
**(DCM JAN 2014 DCM SEPT 2014)**

**UNIT TITLE: PRINCIPLES OF MARKETING**

**DATE: 27<sup>TH</sup> APRIL, 2015**

**TIME: 9.00 A.M. – 11. 00 A.M.**

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**INSTRUCTIONS:**

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

**QUESTION ONE**

- (a) Differentiate between selling concept and marketing concept. (10 marks)
- (b) Explain the FOUR elements of marketing mix. (8 marks)
- (c) Describe the international marketing environment. (12 marks)

**QUESTION TWO**

- (a) Explain the different stages of a product life cycle. (10 marks)
- (b) Explain any FIVE functions of marketing in an organization. (10 marks)

**QUESTION THREE**

- (a) Discuss the factors that limit the marketing manager ability in influencing marketing mix. (10 marks)
- (b) Explain any FIVE features that differentiate service marketing. (10 marks)

**QUESTION FOUR**

- (a) Explain the different channels that a marketing organization may use to reach its target market. (10 marks)
- (b) Explain any FIVE social factors that may influence customer buying behaviour. (10 marks)

**QUESTION FIVE**

- (a) Explain the benefits of marketing behaviour to an organization. (10 marks)
- (b) Discrimination pricing occurs when a company sells a product at two or more prices that do not reflect proportional difference in costs. Describe FIVE forms of discriminatory pricing. (10 marks)