



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2021 /2022 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER
SCHOOL OF BUSINESS & ECONOMICS
BACHELOR OF COMMERCE
COURSE CODE: BCM 2105
COURSE TITLE: PRINCIPLES OF
MARKETING

DATE:

TIME: 08.30 - 10.30 AM

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over

QUESTION ONE

- a) Like humans, a product is said to have a lifecycle. With the help of a diagram; Label the four stages of a product life cycles **(5 marks)**
- b) Explain the product characteristics and the strategies adopted at each stage of the product life cycle. **(8 marks)**
- c) Discuss the conceptual development (6 stages) of the marketing concept and its application on a company's operations **(12 marks)**

QUESTION TWO

- a) Explain any four factors that would be considered in the selection of a suitable product distribution channel **(6 marks)**
- b) Explain the four bases of market segmentation and their importance in marketing planning **(9 marks)**

QUESTION THREE

- a) The macro environment consists of the larger societal forces that shape opportunities and pose threats to the company. Identify any five forces and explain how they would affect a company's plans and operations. **(8 marks)**
- b) Discuss the functions of wholesalers and distributors **(7 marks)**

QUESTION FOUR

You are a manager at Mara enterprises limited a manufacturer of household utensils. Discuss factors which would influence the pricing of your products. **(15 marks)**

QUESTION FIVE

Ultimate buyers go through a process when making buying decisions. Discuss this process.

(15 marks)