



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATION  
2023/2024 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS.  
BACHELORS OF COMMERCE**

**COURSE CODE: BCM 2105-1**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE :DECEMBER 2023 \_\_\_\_\_ TIME**

**INSTRUCTIONS TO CANDIDATES**

*Answers question one and any other two.*

### **QUESTION ONE**

- a) Describe the concept of marketing management. **(2mark)**
- b) Explain the four bases of market segmentation and their importance in marketing of goods and services. **(8marks)**
- c) Differentiate between marketing management and sales management. **(10marks)**

### **QUESTION TWO**

- a) Discuss the factors to be considered when selecting distribution channel. **(7marks)**
  
- b) Highlight the different marketing management philosophies. **(8marks)**

### **QUESTION THREE**

- a) "Products are like living organisms, they are born, live and die." With an illustration, discuss this statement. **(8marks)**
- b) Using two promotional tools, discuss the importance of promotion in today's competitive marketing environment. **(7marks)**

### **QUESTION FOUR**

- a) Explain any four elements in the economic environment that influence consumer purchasing ability. **(6marks)**
- b) Discuss the factors to be considered when setting the price of goods and services **(9marks)**