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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CBM 08**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 18/08/2021 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define the following terms
2. Marketing **[1mark]**
3. Personal Selling **[1 mark]**
4. Needs **[1 mark]**
5. Product **[1 mark]**
6. Quality **[1 mark]**
7. Wants **[1 mark]**
8. Differentiate between goods and services **[6 marks]**
9. Differentiate between micro-environment and macro-environment **[2 marks]**
10. Highlight four challenges you are likely to meet when starting a new business **[4 marks]**
11. Give three classification of goods **[3 marks]**
12. Explain five unique characteristics of services **[5 marks]**
13. Describe four factors that affect consumer behaviour **[4 marks]**

**QUESTION TWO**

1. Discuss five factors that influence the choice of distribution channel **[5 marks]**
2. Outline five advantages of international trade **[10 marks]**
3. State five major objectives of pricing **[5 marks]**

**QUESTION THREE**

1. Explain five major components of promotion mix **[5 marks]**
2. Discuss fiveFactors to be Considered when a Multi-National Company is venturing into an International Marketing Environment **[5 marks]**
3. Describe five distribution functions **[ 10 marks]**

**QUESTION FOUR**

1. Describe the functions of intermediaries **[10 marks]**
2. Explain four factors that influence consumer behaviour **[4 marks]**
3. Discuss four primary segmentation bases in a consumer market **[4 marks]**
4. Explain two functions of advertising **[2 marks]**

**QUESTION FIVE**

1. Explain five roles played by middlemen in distribution channel **[10 marks]**
2. Describe the stages of product life cycle **[10 marks]**