



JANAURY – APRIL 2023 TRIMESTER

FINAL EXAMINATION

BACHELORS DEGREE IN BUSINESS ADMINISTRATION /BACHELORS DEGREE IN

BUSINESS INFORMATION TECHNOLOGY

RMK 201: PRINCIPLES OF MARKETING

QUESTION PAPER

DATE; APRIL 2023
P.M

TIME: 11.00 A.M – 1.00

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE

- a) Review the relevance of the Marketing philosophies to business as they relate to guiding of decision making in enterprises in the 21st century. **(10 Marks)**
- b) Using examples categorize FIVE branding strategies used by marketers to give a product a unique product identification **(10 Marks)**
- c) Distinguish between Marketing Information System and Market Research **(10 Marks)**

QUESTION TWO

- a) Using The PESTEL model describe the Macro-environmental factors that influence the purchase of Skate boards by universities students in Kenya **(12 Marks)**
- b) Assess the dominant pricing strategies being used by the following products in the Kenyan market **(8 Marks)**
- Airtel Data Bundle and Talk time
 - Selling of old artifacts in a museum -
 - Kaspersky Antivirus
 - Pricing of Uhuru Express Way from Athi River to Westlands in Nairobi

QUESTION THREE

- a) Appraise FIVE roles of segmentation for brands in the market **(10 Marks)**
- b) Identify FIVE types of advertisements available to marketing strategist **(10Marks)**

QUESTION FOUR

- a) Summarize FIVE roles played by intermediaries in the distribution process **(10 Marks)**
- b) Using relevant examples illustrate FIVE PSYCHOLOGICAL factors that influence consumer behaviour **(10 Marks)**

