



Riara School of Business

Nurturing business innovators

JANUARY – APRIL 2023 TRIMESTER EXAMINATIONS

DAY PROGRAMME

EXAMINATION FOR DIPLOMA OF BUSINESS MANAGEMENT

RBM 018: INTRODUCTION TO MARKETING

DATE: APRIL 2023

TIME:

2 HOURS

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 (COMPULSORY) and Any other Two Question.**
- 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 and NOT on your person.**
- 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 - 30 MARKS

- a) You have recently been approached to make a presentation on the marketing mix for Zuwera limited. Discuss what you would include in your presentation. **(8 Marks)**
- b) Assess how **PESTEL** can be used to survey the Kenyan soft drink market **(12 Marks)**
- c) SupaLoaf have approached you to help them understand their products from a marketing and consumer perspective. Using your knowledge from this class, explain the classification of their products in the consumers' mind and suggest how they could utilise the marketing mix to make their products successful **(7 Marks)**
- d) Highlight **THREE** purposes of a distribution channel **(3 Marks)**

QUESTION TWO

- a) You are the marketing Manager of Riara University, Describe **FIVE** sales promotion tools that you would use in accomplishing promotion objective. **(10 Marks)**
- b) Elaborate how the Marketing concept differs from the Selling concept. **(10 Marks)**

QUESTION THREE

Simba Cement new goal is to be the preferred product provider for every household in the country. They want to make sure builders can buy their products from every Corner in the country even though their factory is located in Mombasa. Even though their cost of production is the same as their competitors, Simba Cement are perceived as a superior brand in the market a. Advice Simba Cement on **THREE** benefits of Market Segmentation as an organisation

(6Marks)

b. Simba Cement would like to harvest as much profit from the market while there is still excitement about their new products. Explain to them **TWO** pricing techniques using valid examples?

(6 Marks)

c. Evaluate to Simba on the **FOUR** types of behaviours they should expect as exhibited by consumers **(8 Marks)**

QUESTIONS FOUR

a) A sample of Bidco's products found the following items, Beverages that includes Soft drinks (brand name Planet) Juices (brand name Jooz), cooking oils (e.g. golden fry, ufuta fry, bahari fry) and detergents In the example above identify: **The product lines, The Product**

**with, a product depth
Marks)**

(5

b) A manufacturing company that was doing very well is almost closing down. They hear that you are studying Marketing in Strathmore and part of your study is Market Research. The company has hired you as a Market Researcher, a very well-paying job but before you get confirmed for the position you are required to do the following:

a) To Assess the **SIX** main market research process **(6Marks)**

b) With the help of a diagram to demonstrate the organisation of marketing information system (MKIS) **(9Marks)**