



**RIARA SCHOOL OF BUSINESS**  
***NURTURING INNOVATORS***  
**SEPTEMBER –DECEMBER 2023 TRIMESTER**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**DAY PROGRAMME**  
**RMK 201; PRINCIPLES OF MARKETING**  
**QUESTION PAPER**

**DATE: \_\_\_\_ DECEMBER 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 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.

**SECTION ONE: COMPLUSORY; 30 MARKS**

**QUESTION ONE**

- a) Examine the evolution of marketing philosophies and its implication to marketers **(10 Marks)**
  
- b) Discuss various branding strategies with illustrative examples **(10 Marks)**
  
- c) Product distribution is fundamental to the success of every brand. Identify five factors that influence the choice of distribution channels by organizations like Coca-Cola **(10 Marks)**

**SECTION TWO: ATTEMPT ANY TWO OTHER QUESTIONS**

**QUESTION TWO**

- a) Explain the consumer behavior process with the help of relevant examples **(12 Marks)**
  
- b) Analyze four factors that influence the pricing of products in Kenya. **(8 Marks)**

**QUESTION THREE**

- a) Identify FOUR justification of conducting a market research for a businesses **(8 Marks)**
  
- b) Differentiate between the six elements of the promotion mix. **(12 Marks)**

**QUESTION FOUR**

- a) Illustrate the process of new product development with relevant examples **(12 Marks)**
  
- b) Use examples to describe how the Ansoff Matrix facilitates growth strategies within a business. **(8 Marks)**