



Riara School of Business

Nurturing business innovators

SEPTEMBER – DECEMBER 2023 TRIMESTER EXAMINATIONS

DAY PROGRAMME

EXAMINATION FOR DIPLOMA OF BUSINESS MANAGEMENT

RBM 018: INTRODUCTION TO MARKETING

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 (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 for Zuwera limited which has just adopted the Societal Marketing Concept. Discuss **FIVE** benefits of the concept you would include in your presentation to show that they are on the right path. **(10 Marks)**
- b) Proto Enterprises uses Sales promotion to advertise its products. Assess **FOUR** advantages they get from using this method **(8 Marks)**
- c) Explain **SIX** external factors that a firm will consider when setting prices of its products **(6Marks)**
- d) Outline **THREE** differences between marketing and selling. **(6 Marks)**

QUESTION TWO

- a) You are the marketing Manager of Riara University, Discuss **SIX** advantages to the Vice Chancellor Riara will reap by embracing Digital Marketing. **(12 Marks)**
- b) Elaborate on the **FOUR Ps** of the marketing mix citing how marketers utilise each of them **(8 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 **THREE** Product classification techniques they can pursue? **(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 explain what the following terms mean citing examples clearly for each, from the bidco products given: **The Product lines, The Product**

width, Product depth

(

10 Marks)

b) Evaluate **FIVE** external environmental factors that could affect Bidco and its operations?

(10 Marks)