



Riara School of Business
Nurturing business innovators
SEPTEMBER-DECEMBER 2022 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY /EVENING PROGRAMME

RMK 201: PRINCIPLES OF MARKETING

DATE: 29TH NOVEMBER 2022
HOURS

TIME: 2

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. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this booklet.
11. Fasten the supplementary pages to the inside back cover of this booklet.

QUESTION ONE (COMPULSORY) - 30 MARKS

- a) Using an illustration explain the concept of product lifecycle **(10 marks)**
- b) There are many ways to segment a market. Briefly explain **FOUR** basic ways for a company to segment its market. **(8 marks)**
- c) Summarize any **SIX** challenges faced by marketers in the 21st century in Kenya. **(12 marks)**

QUESTION TWO

- a) Distinguish the **FOUR** elements of the promotional mix used in market of products **(10 marks)**
- b) Describe the new product development process for a mobile phone company like OPPO **(10 marks)**

QUESTION THREE

- a) Using The PESTEL model assess **SIX** Macro-environmental factors that influence the purchase of mobile phone gadgets among university students **(12 marks)**
- b) Discuss **FOUR** marketing principles that companies are expected to follow to meet the changing needs of the society **(8 marks)**

QUESTION FOUR

- a) Evaluate any **FIVE** product considerations in choosing the distribution of a product in the market **(10 marks)**
- b) Benta limited has adopted the selling concept in its marketing operation. Elaborate on **FIVE** merits of adopting this philosophy. **(10 marks)**