

KIRIRI WOMEN'S SCIENCE AND TECHNOLOGY UNIVERSITY
UNIVERSITY EXAMINATION
INTRODUCTION TO MARKETING

DBA 006

INSTRUCTIONS;

Answer Question **ONE** and any other **TWO**

QUESTION ONE **(30**
MARKS)

- a) The field of marketing has really evolved from earlier orientations. Explain five such orientations (10marks)
- b) State the importance of marketing (10marks)
- c) Describe the reasons for conducting market research (10marks)

QUESTION TWO
(20MARKS)

- a) Explain the four Ps for marketing mix (10marks)
- b) Discuss the advantages secondary data (10marks)

QUESTION THREE
(20MARKS)

- a) The increasing competition in the modern market there should be clear analysis. Using PEST explains how manager will use to analyze the market (12marks)
- b) Identify the bases or dimensions for segmentation in consumer markets
(8marks)

QUESTION FOUR
(20MARKS)

- a) The theory of a product life cycle was introduced in the 1950 to explain the expected life cycle of a typical product from design to absolence. Explain the product life cycle.
(10marks)

b) Describe five strategies for pricing goods and services (10marks)

QUESTION FIVE

(20MARKS)

a) Discuss the nature of marketing (10marks)

b) Explain factors affecting a consumer when making a purchase decisions (10marks)