



Kasarani Campus  
Off Thika Road  
Tel.2042692/3  
P.O Box 49274,00100  
NAIROBI  
Westland Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212

**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE CERTIFICATE IN HUMAN RESOURCE**  
**MANAGEMENT**  
**CHR 023 FUNDAMENTALS OF MARKETING**  
***(SPECIAL EXAMS)***

Date:15<sup>TH</sup> August,2024  
Time:11.30AM-1.30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) List **FOUR** internal environmental factors that affect organizational performance. **(4 Marks)**
- b) Distinguish the following terms as used in marketing.
  - i. Utility. **(2 Marks)**
  - ii. Demand. **(2 Marks)**
  - iii. Market. **(2 Marks)**
- c) Highlight the importance of studying consumer behaviour. **(6 Marks)**
- d) Identify **SIX** factors that influence product mix choices. **(6 Marks)**
- e) List **FOUR** objectives of pricing for a business organization. **(4 Marks)**
- f) Identify **FOUR** bases of segmenting the consumer market. **(4 Marks)**

**QUESTION TWO (20 MARKS)**

- a) Analyze the marketing mix of a business selling goods. **(8 Marks)**
- b) Discuss **THREE** pricing strategies used by business organisations. **(6 Marks)**
- c) Examine **THREE** consumer sales promotions techniques. **(6 Marks)**

**QUESTION THREE (20 MARKS)**

- a) Discuss **FOUR** business macro environmental factors that affect business performance. **(8 Marks)**
- b) Examine **THREE** strategies used in target marketing. **(6 Marks)**
- d) Evaluate **SIX** benefits of customer satisfaction to a business organisation. **(6 Marks)**

**QUESTION FOUR (20 MARKS)**

- a) With the aid of an illustration, discuss the product life cycle. (10 Marks)
- b) Analyze the requirement /conditions of market segments in market segmentation. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Examine **FIVE** strategies used to improve customer service. (10 Marks)
- b) Explain **FIVE** functions of intermediaries in the distribution process. (10 Marks)