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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 14th April, 2023
Time: 2.30 –4.30pm

KBA 210 - PRINCIPLES OF MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: THE MELLENIUM FAST FOOD OUTLET

Despite the fact that the Millennium Fast Food Outlet was established in 1884 in Kenya, stiff competition from industry players has been the main constraint. In survey conducted by Apex Africa Research Firm in December 2022, it was pointed out that for enhanced competitiveness of Millennium Fast Food outlet, the Marketing Director should rethink segmenting the market, reposition the products, digitize services, retain workers, restructure, rebrand, identify alternative channels of communication and distribution. Furthermore, the report recommended that for strategic survival, the management of Millennium Fast Food Outlet should rethink international marketing as well as well as diversity into other areas of production thus enhanced revenue.

Required:

- a) Based on the stiff competition experienced, describe benefits associated with new product development to the management of Millennium Fast Food Outlet (6 Marks)
- b) Explain marketing strategies Millennium Fast Food Outlet can adopt to attract and retain customers (6 Marks)
- c) Describe merits of marketing to the management of Millennium Fast Food Outlet (6 Marks)
- d) Suggest sources of marketing intelligence to the management of Millennium Fast Food Outlet (6 Marks)
- e) Examine benefits of digital marketing to Millennium Fast Food Outlet (6 Marks)
- f) In relation to Millennium Fast Food Outlet, compare and contrast between the selling concept and marketing concept (6 Marks)

QUESTION TWO (20 MARKS)

- a) Distinguish between industrial goods and consumer goods. (4 Marks)
- b) Marketing philosophies are regarded as principles that guide marketing strategies of companies. Discuss the principles of marketing philosophy and societal philosophy (8 Marks)
- c) Scanning the marketing environment is an inevitable practice of competitive companies. Examine the macro marketing factors which may influence marketing strategies directly or indirectly (8 Marks)

QUESTION THREE (20 MARKS)

- a) Highlight features of modern marketing. (4 Marks)
- b) Companies can distribute goods and services using multiple channels. Discuss factors to consider before selecting the channels of distribution. (8 Marks)
- c) Services are viewed as experiences, deeds and processes performed with an aim of fulfilling consumer needs and wants. Examine service dimensions in relation to SERVQUAL Model (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain advantages of direct marketing (4 Marks)
- b) Market segmentation is viewed as dividing the market into smaller groups displaying common features. Examine factors to consider when segmenting the market. (8 Marks)
- c) Marketing research is a process of collecting, analyzing and interpreting consumer behaviour with regard to products and services. Discuss the research instruments used to collect consumer information. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) List emerging trends and issues in marketing in the 21st century (4 Marks)
- b) With the help of a diagram, elaborate the Product Life Cycle (PLC) and highlight strategies of extending the Product Life Cycle (8 Marks)
- c) Consumers are viewed as rational buyers. Explain factors influencing consumer buying behaviour (8 Marks)