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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 8th December, 2022
Time: 2.30pm –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: APEX LIMITED

Apex Limited was established in 1990 in Kenya. The core business of the company was to produce textile products targeting children, youths and middle-aged people. Since 2013, the Apex Africa has been experiencing stiff competition from other companies, which have introduced relatively cheaper and innovative products to both local and international markets. The new competitors have not only enhanced customer loyalty through reasonable prices, but also employed trained marketers to serve customers in a better way. Further, the new competitors have established new ways of serving customers using modern technologies. Customers can place orders through online platforms and products ordered are delivered at the preferred place without delay. To increase the market share and profits, the new competitors have appointed new dealers for their products in the local and international markets. Even though Apex Africa is striving to survive, it has been overwhelmed by competitors and the management is contemplating to wind up the company based on poor performance of the company.

Required;

- a) Describe three ways which competitors adopted to outsmart Apex Limited. (6 Marks)
- b) Explain three marketing strategies Apex Limited can adopt to attract and retain customers. (6 Marks)
- c) Describe three advantages of marketing to Apex Limited. (6 Marks)
- d) Identify three sources of new product development to competitors in the textile industry. (6 Marks)
- e) Examine three benefits of digital marketing to Apex Limited. (6 Marks)
- f) Identify the similarities and differences between the selling concept and marketing concept. (6 Marks)

QUESTION TWO (20 MARKS)

- a) List industrial product that companies use to reproduce other goods. (4 Marks)
- b) Marketing philosophies are regarded as principles that guide marketing strategies of companies. In relation to this statement, explain four marketing philosophies that inform marketing strategies of modern companies (8 Marks)
- c) Scanning the marketing environment is an inevitable practice of competitive companies. In relation to this statement, discuss four merits of analyzing the marketing environment by modern companies. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Highlight features of modern marketing. (4 Marks)
- b) Companies can inform, persuade and remind customers about the existing and new products and services in the market. Based on this view, describe four advantages of integrated marketing communication to modern companies (8 Marks)
- c) Examine four dimensions of SERVQUAL Model. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain advantages of direct marketing (4 Marks)
- b) Market segmentation is recognized by modern competitive companies. In relation to this statement, describe five advantages of segmentation to modern companies today. (8 Marks)
- c) Elaborate the marketing research process that modern companies can embrace when developing a new product (8 Marks)

QUESTION FIVE (20 MARKS)

- a) List emerging trends and issues in marketing in the 21st century (4 Marks)
- b) Using a diagram, illustrate the Product Life Cycle (PLC) and highlighting two features of each stage (8 Marks)
- c) Briefly explain five marketing strategies companies can adopt to prolong the PLCModel. (8 Marks)