



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION

DBA 006 - PRINCIPLES OF MARKETING

Date: 9th August, 2016.
Time: 5.30pm – 7.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

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

QUESTION TWO (20 MARKS)

- a) Explain the four Ps for marketing mix. (10 Marks)
- b) Explain the advantages of secondary data. (10 Marks)

QUESTION THREE (20 MARKS)

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

QUESTION FOUR (20 MARKS)

- 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 obsolescence. Explain the product life cycle. (10 Marks)

- b) Explain five strategies for pricing goods and services (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain the nature of marketing. (10 Marks)

- b) Explain factors affecting a consumer when making a purchase decisions. (10 Marks)