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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR
DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**

DBT 006 – PRINCIPLES OF MARKETING

Date:

Time:

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) State the importance of marketing. (10 Marks)
- c) Describe the reasons for conducting market research (10 Marks)

QUESTION TWO (20 MARKS)

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

QUESTION THREE (20 MARKS)

- a) The increasing competition in the modern market there should be clear analysis. Using PEST explains how manager will use to analyze the market. (12 Marks)
- b) Identify the bases or dimensions 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 absolcence. Explain the product life cycle. (10 Marks)
- b) Describe five strategies for pricing goods and services (10 Marks)

QUESTION FIVE

- a) Discuss the nature of marketing. (10 Marks)
- b) Explain factors affecting a consumer when making a purchase decisions (10 Marks)