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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2014/2015 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 16th April, 2014
Time: 8.30am – 10.30am

KBA 210 – PRINCIPLES OF MARKETING

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Discuss the duties of a marketing department Manager of an organization. (5 Marks)
- b) Discuss four characteristics of services and show how they influence the marketing manager's decisions (8 Marks)
- c) Outline the five levels of a product for effective market offering. (10 Marks)
- d) Define the following terms;
- i) Market segmentation
- ii) Target market (4 Marks)
- e) Explain the importance of market segmentation to a marketer. (3 Marks)

QUESTION TWO (20 MARKS)

- a) Outline buyer decision process. (8 Marks)
- b) Explain how you would segment a market for bread (12 Marks)

QUESTION THREE (20 MARKS)

All products go through a life cycle.

- a) State characteristics for a target market (10 Marks)
- b) Using a diagram, explain the product life cycle (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Define consumer behaviour. (2 Marks)
- b) Explain six factors that influence consumer adoption process. (18 Marks)

QUESTION FIVE (20 MARKS)

Explain steps in new product development process adopted by business enterprises.