



# THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of Jkuat)

*Faculty of Engineering and Technology*

## DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN ICT (Btech. ICT 11M2)

**EIT 4207 : PRINCIPLES OF MARKETING**

END OF SEMESTER EXAMINATIONS

**SERIES: AUGUST/SEPTEMBER 2011**

**TIME: 2 HOURS**

### **Instructions to Candidates:**

You should have the following for this examination

- *Answer Booklet*

This paper consist of **FIVE** questions in **TWO** sections **A & B**

Answer question **ONE (COMPULSORY)** and any other **TWO** questions

Maximum marks for each part of a question is as shown

This paper consists of **TWO** printed pages

### **SECTION A (Compulsory – 30 MARKS)**

#### **Question ONE**

- a) State at least **SIX** reasons why marketing is considered an important activity today (6 marks)
- b) Discuss the various marketing orientation that businesses use today conduct, highlighting their strength and weaknesses (6 marks)
- c) State and explain **FIVE** requirements for effective segmentation (6 marks)
- d) Describe at least **FIVE** different consumer buying roles (6 marks)
- e) State **SIX** factors to consider when developing a marketing plan (6 marks)

**SECTION B (Attempt any TWO questions from this section)**

**Question TWO (20 Marks)**

- a) A good business plan is vital tool for business survival. Describe the key components of a marketing plan and why they are important (10 marks)
- b) Outline the key steps of the marketing process (10 marks)

**Question THREE (20 Marks)**

- a) Ratu Limited is weighing out its options whether to use advertising or not. You have just recently joined the firm as the Marketing Manager; write a report on the following key points
- The purpose/objective of advertising (4 marks)
  - Advantages and disadvantages of advertising (12 marks)
  - Ethical issues in advertising (4 marks)

**Question FOUR (20 Marks)**

Zeegy Car Dealers, importers of high-end motor vehicles from Japan are interested in using personal selling as a promotional tool.

- a) State the main advantages of personal selling (10 marks)
- b) Outline the main drawbacks of using sales promotions (10 marks)

**Question FIVE (20 Marks)**

Discuss the main factors that influence consumer behavior. Give pertinent examples to illustrate your answer (20 marks)