



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR IN TECHNOLOGY AND INFORMATION COMMUNICATION TECHNOLOGY

EIT 4207: PRINCIPLES OF MARKETING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
This paper consists of Two printed pages
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QUESTION 1 (Compulsory)

- a) Why did marketing first evolve? **(7 marks)**
- b) Explain **FOUR** types of utility. **(8 marks)**
- c) Explain different philosophies that guide a marketing effort. **(15 marks)**

QUESTION 2

- a) Define what is marketing research. **(5 marks)**
- b) Describe the steps in the marketing research process. **(15 marks)**

QUESTION 3

- a) Describe market segmentations approach. **(5 marks)**
- b) Explain the variable used to segments market. **(15 marks)**

QUESTION 4

- a) Explain the classifications for consumer products. **(8 marks)**
- b) Describe the phases to new products development. **(12 marks)**

QUESTION 5

- a) Explain the benefits of branding to the buyer and the seller. **(12 marks)**
- b) Explain the criteria for selecting a brand name. **(8 marks)**