



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

HBC 2127: PRINCIPLES OF MARKETING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer Question **ONE (Compulsory)** and any other **TWO** questions.

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Explain **FIVE** drawbacks of using middlemen in product distribution. **(10 marks)**
- b) Explain **FIVE** drawbacks of using personal selling. **(10 marks)**
- c) Explain **FIVE** non controllable factors that affect the market environment. **(10 marks)**

QUESTION 2

- a) Explain the dangers of focusing on one market segment. **(10 marks)**
- b) Explain **FIVE** marketing philosophies. **(10 marks)**

QUESTION 3

- a) Explain **FIVE** factors that are normally considered by consumers before making a purchase. **(10 marks)**
- b) Explain the process of developing a new product. **(10 marks)**

QUESTION 4

- a) Under what circumstances would an organization use skimming pricing? **(10 marks)**
- b) Explain **FIVE** challenges faced in marketing service products. **(10 marks)**

QUESTION 5

- a) Explain **FIVE** reasons why organizations advertise their products. **(10 marks)**
- b) Explain the role of a research unit in the department of marketing. **(10 marks)**