



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

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