



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/ BACHELOR OF LEADERSHIP AND MANAGEMENT

UNIT CODE/NAME: BBIT 214/MGT 211: PRINCIPLES OF MARKETING

September- December 2019/2020 End Semester Exam

- Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Explain the following mix elements as used in service marketing (6 Marks)
 - i. People
 - ii. Process
 - iii. Physical evidence
- b) Differentiate the following concepts as used in marketing (9 Marks)
 - i. Product and production concepts
 - ii. Selling and marketing concepts
 - iii. Societal and environmental concepts
- c) Describe any **three** factors you would consider in deciding the channel of distribution to use in distributing a fast moving consumer good. (9 Marks)
- d) Explain briefly any three pricing strategies used in organizations. (6 Marks)

QUESTION TWO

- a) Discuss how as a manager you would use the SWOT analysis and matrix to understand the realistic market standing of an organization. (7 Marks)
- b) Analyze the four channels of distribution as used in marketing (8 Marks)

QUESTION THREE

- a) Write short notes on the following as relates to services (8 Marks)
 - i. Intangibility
 - ii. Variability
 - iii. Inseparability
 - iv. Perishability
- b) The understanding of the performance of the product portfolio of an organization is important in making marketing decisions. Explain how the B.C.G product portfolio analysis helps marketers in formulating strategies. (7 Marks)

QUESTION FOUR

- a) Buyer behavior is the process and acts of consumers portrayed in the purchase and use of products or services. Describe the steps portrayed by consumers as they purchase goods and services. (10 Marks)

- b) As a marketing manager of small business, you are responsible for setting prices for diverse products the organization is producing. Highlight five factors you would consider in arriving at the appropriate price. **(5 Marks)**

QUESTION FIVE

- a) The product life cycle can be used by marketing managers for various purposes. Clearly discuss the PLC and show how it is applied in making promotional decisions at every stage? **(7 Marks)**
- b) Explain four factors that influence a person's buying choice. **(8 Marks)**