



**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
UNIVERSITY EXAMINATION ACADEMIC YEAR 2020/2021**

DIPLOMA IN BUSINESS ADMINISTRATION

BCA 1102: PRINCIPLES OF MARKETING

Instructions: Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

Flex Design Limited is a company operating in Kenya. They make fashionable designer clothes for women. Their exhibitions are along Moi Avenue, Nairobi. They source their fabrics and other requirements from Britain and Germany. They are known for accuracy in taking measurements; for making clothes that fit perfectly and clothes that are as per customer specifications. Rarely do customers complain about anything but in the event the customers are unhappy, they refund the total amount paid by the client. Their customers are brand ambassadors for Flex Designs.

Required:

- a) As a marketing consultant advise Flex Design Ltd on the importance of marketing to the consumers. (6 Marks)
- b) Flex Design Ltd is planning to diversify into different countries, the Research and Development department has been tasked to conduct a marketing research, outline FIVE areas of Marketing Research. (5 Marks)
- c) Describe THREE segmentation strategies that Flex Design Ltd could use to segment its target markets. (6 Marks)
- d) Outline FOUR internal factors that Flex design Ltd considers while setting prices. (4 Marks)
- e) The process of passing on product information to product users is referred to as product promotion. What are the FOUR basic purpose of promotion. (4 Marks)
- f) Explain the following terms as used in marketing; (5 Marks)
 - i. Product
 - ii. Marketing offer
 - iii. Needs
 - iv. Wants
 - v. Transaction

QUESTION TWO (20 MARKS)

- a) There are several alternative philosophies that can guide organizations in their efforts to carry their marketing goals. Write short notes on these philosophies. (10 Marks)
- b) Outline FIVE items that can be marketed by a firm. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the Product Life Cycle, citing strategies that can be used in the various stages of the cycle. (10 Marks)
- b) Discuss any FIVE marketing environments that markets find hard to influence, and therefore have to take and adapt to them as they are. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) A marketing channel is the path followed in the process of moving a product or service from the producer to the final consumer or to business users. Outline FIVE key functions that members of a marketing channel perform. (10 Marks)
- b) Discuss the personal factors that affect consumer buying decisions. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the most common strategies used by marketers in consumer sales promotion. (10 Marks)
- b) Product is one of the tools of the marketing mix companies use to influence customer decisions in their favour. Explain FIVE ways or aspects of product that are used to influence customer decisions. (10 Marks)