

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA AND EMBU CAMPUSES**

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS  
MANAGEMENT AND PROCUREMENT AND LOGISTICS MANAGEMENT**

**CIBM 00142: PRINCIPLES OF MARKETING**

**STREAMS: CIBM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 05/07/2021**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions.
- Do not write on question paper.

**QUESTION ONE**

- (a) Explain the role of marketing in the society. (7 marks)
- (b) Define the following marketing terminologies.
- (i) Needs (2 marks)
  - (ii) Wants (2 marks)
  - (iii) Exchange (2 marks)
  - (iv) Marketing relationships (2 marks)
- (c) With an aid of a diagram, explain the product life cycle. (8 marks)
- (d) Outline the importance of marketing in the society. (7 marks)

**QUESTION TWO**

- (a) Expound on any five advantages of branding to customers and the society. (10 marks)
- (b) Write distinguishing notes between societal marketing and selling concepts of marketing. (10 marks)

**QUESTION THREE**

- (a) Explain the positive effects of external marketing environment on marketing activities. (10 marks)
- (b) Using relevant examples, expound on any three consumer products. (10 marks)

**QUESTION FOUR**

- (a) Outline the challenges faced by marketing research personnel while conducting marketing surveys. (10 marks)
  - (b) Expound on the need to segment markets. (10 marks)
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