



Strathmore
UNIVERSITY

**STRATHMORE INSTITUTE
DIPLOMA IN BUSINESS ADMINISTRATION
DIPLOMA IN ENTREPRENEURSHIP
END OF SEMESTER EXAMINATION
DBM1205, DE 1301: PRINCIPLES OF MARKETING**

DATE: 14th December 2018

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1

- a) Explain Marketing era as described in 5 marketing philosophies highlighting all the pillars (*10marks*)
- b) Explain why firms should use marketing intermediaries? (*5 marks*)
- c) Using illustrations explain the various adaptor categories in product adoption process giving reasons why a product may fail (*10 marks*)
- d) Distinguish between mass marketing and segment marketing (*4 marks*)
- e) What is differentiation positioning? (*1 marks*)

Question 2

- a) Explain factors to be considered when Evaluating market segment (*10 marks*)
- b) Highlight the internal and external factors affecting pricing decisions (*10 marks*)

Question 3

Businesses operate in an environment that affects its existence. Giving relevant examples explain how the micro-environment factors affect business operation (*20Marks*)

Question 4

- a) Explain why companies may find it necessary to conduct marketing research (*10marks*)
- b) Give reasons why companies should brand their product (*10marks*)

Question 5

Explain the process of buyer decision giving all stages (*20 marks*)