

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA, EMBU AND CHOGORIA CAMPUSES**

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

**CIBM 00142: PRINCIPLES OF MARKETING**

**STREAMS: CERT.**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 22/03/2021**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- Answer question 1 and any other two questions.
- Do not write on the question paper.

**QUESTION ONE**

- (a) Identify any five external elements of the marketing environment showing their effect on marketing activities and ways marketers can respond to such effects. (15 marks)
- (b) Write short notes on each of the following marketing philosophies:
- (i) Societal marketing concept (4 marks)
  - (ii) Selling concepts (4 marks)
  - (iii) Product concept (4 marks)
- (c) Distinguish between human needs, wants and demands as used in marketing. (3 marks)

**QUESTION TWO**

- (a) Briefly expound on any five challenges a researcher may encounter while collecting data. (10 marks)
- (b) Explain the role of marketing in the society. (10 marks)

**QUESTION THREE**

- (a) Explain any five approaches of pricing. (10 marks)
- (b) Differentiate between convenience goods and shopping goods. (5 marks)
- (c) Outline any five functions of marketing distribution channels. (5 marks)

**QUESTION FOUR**

- (a) Outline the importance of branding to consumers and marketers. (8 marks)
  - (b) Differences between “push” and “pull” promotion concepts. (6 marks)
  - (c) With an aid of a diagram, describe the product life cycle. (6 marks)
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