



# **MACHAKOS UNIVERSITY**

**University Examinations for 2019/2020 Academic Year**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR**

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT**

**DIPLOMA IN BUSINESS MANAGEMENT**

**DIPLOMA IN FOOD AND BEVERAGES**

**MARKETING PRINCIPLES AND MANAGEMENT**

**DATE: 5/11/2020**

**TIME: 8:30 – 11:30 AM**

---

## **INSTRUCTIONS.**

- **ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**
- **EXAMINATION MALPRACTICES WILL LEAD TO DISCONTINUATION**

1. a) Explain **Five** advantages of middlemen in distribution of products. (10 marks)
- b) Environmental factors affect the performance of an organization, Explain **five** macro environmental factors that affect marketing activities of an organization (10 marks)
- c) Explain any **five** forces that can make a marketer increase the price of his products (10 marks)
2. a) Explain the marketing mix elements (10 marks)
- b) Define the following terms as used in marketing
  - i) Market
  - ii) Need
  - iii) Demand
  - iv) Price
  - v) Product (10 marks)

3. a) Explain the stages involved in new product development process. (12 marks)  
b) Explain **five** factors that influence the price of a product. (8 marks)
4. a) Explain any Four Marketing Concepts as used in marketing. (8 marks)  
b) Illustrate the product life cycle. (12 marks)
5. a) Explain **five** causes of new product failure in the market (10 marks)  
b) Explain **five** reasons why an organization may decide to use an indirect channel to distribute its products (10 marks)