



MACHAKOS UNIVERSITY
University Examinations for 2021/2022 Academic Year
SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ADMINISTRATION
SECOND YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF EDUCATION (ARTS)
BACHELOR OF COMMERCE
BACHELOR OF ECONOMICS
BBA 201: PRINCIPLES OF MARKETING

DATE: 8/12/2021

TIME: 8.30-10.30 AM

Instructions: Answer Question ONE and any other TWO Questions.

Read the following case carefully and answer Question One that follows.

SuperTech Engineering Group

SuperTech Engineering Group produces automotive components which it sells directly and indirectly to major automotive manufacturers. It recognises that its future is critically dependent on not only its customers but also its supplier and distribution networks. The Marketing Director is anxious to gain a more detailed understanding about likely future consumer buying patterns and the impact of these on the organisation. She has requested that specific research data is gathered on projections for customer future spending plans (amounts of money spent and volumes of purchases). She has also instructed that all Marketing Managers must conduct a detailed analysis to ensure that all elements of the marketing mix are fully coordinated and meet the needs of clearly identified customer segments. It is imperative that messaging is clear and consistent. Like all business functions, the Marketing Department is under pressure to achieve significant cost reductions, whilst supporting revenue growth. If successful, SuperTech Engineering Group will achieve its key business goal.

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Identify and explain any five importance of marketing to the Managing Director of SuperTech Engineering Group. (10 marks)
- (b) In the context of SuperTech Engineering Group, explain the consumer buying process. (10 marks)
- (c) SuperTech Engineering Group focuses on meeting the needs of market segments. Evaluate any five importance of serving the market segments as opposed to mass market. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Marketing practitioners are governed by competing marketing concepts. Describe them with viable examples. (10 marks)
- (b) Explain **five** micro environmental factors that may affect a company's ability to serve its customers. (10 marks)

QUESTION THREE (20 MARKS)

- (a) Promotion of a firm's product is aimed at broadening the influence of products to its customers. Explain five promotional tools that may be used by a marketer. (10 marks)
- (b) A Marketing Director of XYZ Company approaches you seeking to know factors to consider when segmenting a market. Explain to her **any five** factors. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Explain **five** pricing strategies that may be used by sellers to determine the price of a firm's products. (10 marks)
- (b) Distribution decision is a component of the marketing mix elements that ensure timely delivery of the products to the final consumers. Explain in **five** points the functions of the members. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Evaluate **any five** problems encountered in marketing research. (10 marks)
- b) Products have life cycles that can be divided into **four** stages. Using a well labelled diagram explain the characteristics of each stage. (8 marks)