



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN HUMAN RESOURCE MANAGEMENT /BUSINESS ADMINISTRATION

FIRST SEMESTER 2023/2024

[AUGUST-DECEMBER, 2023]

CSM 002: MARKETING ENVIRONMENT

STREAM: Y1 S1

TIME: 2 HOURS

DAY: FRIDAY, 3.00 – 5.00 P.M.

DATE: 01/12/2023

INSTRUCTIONS

1. Do not write anything on this question paper.

2. Answer Questions ONE and any other THREE Questions

QUESTION ONE:

- a) Differentiate between micro environment and macro environment as far as marketing is concerned. Use a diagram to elaborate your answer. (10 marks)
- b) List and briefly explain any THREE components of internal business environment. (9marks).
- c) Highlight any THREE forms of public as an internal environment. (6marks).

QUESTION TWO.

- a) Explain any THREE functions (Roles) of marketing. (9 marks).
- b) Discuss any TWO forces that are present in macro-environment. (6marks)

QUESTION THREE.

- a) Highlight any THREE objectives of marketing promotion. (6marks).
- b) Give any THREE objectives of public campaign in marketing .(6marks).
- c) List any THREE responses to good advertising . (3marks).

QUESTION FOUR.

- a) Give any THREE reasons for marketing research (6mark).
- b) Differentiate between primary source and secondary source of collecting marketing research data, giving at least three examples in each case. (9 marks).

QUESTION FIVE.

- a) Give and briefly discuss any THREE forces that are present in macro-environment (9marks).
- b) Highlight any THREE types of marketing intermediaries (6marks).