

# KISII UNIVERSITY

KERICHO CAMPUS

## University Examination

### CSM 002 MARKETING ENVIRONMENT.

#### ***INSTRUCTIONS:***

1. Do not write on this question paper
2. Answer question ONE (compulsory) 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. ( 9mks ).
- c) Highlight any THREE forms of public as an internal environment. ( 6mks ).

#### **QUESTION TWO.**

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

#### **QUESTION THREE.**

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

#### **QUESTION FOUR.**

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

#### **QUESTION FIVE.**

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

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