


KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF IN SOCIAL WORK AND COMMUNITY DEVELOPMENT
FIRST SEMESTER 2021/2022
[JUNE-SEPTEMBER, 2022]

AGBM 221: PRINCIPLES OF MARKETING

STREAM: Y2S1

TIME: 2 HOURS

DAY: FRIDAY, 9:00 – 11:00 AM

DATE: 16/09/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
 - 2. Answer question ONE (Compulsory) and any other TWO questions.**
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1. a) Mwangi is the marketing manager of Kenya Seed Company Kitale and intends to purchase a personal computer for his private use. Explain the buying process he might pass through. [15marks]
 - b) Describe the organizational structures that an organization might adopt when coordinating the marketing activities. [15marks]
 2. a) Explain the major objectives of setting the price of a product. [10marks]
 - b) Discuss the circumstances under which newly developed product might fail to pick up in the market. [10marks]
 3. a) Discuss the bases that a marketer can use to segment the market. (10marks)
 - b) Discuss the reasons why it is important for a consumer to ensure that customers are satisfied. (10marks)
 4. a) Discuss the role of packaging and labeling in the marketing of products. [10marks]
 - b) Describe the product life cycle and its marketing implications. [10marks]
 5. a) Explain the role of marketing information system in the marketing of an innovation. (10marks)
 - b.) Explain why an organization might decide to use channel participants when marketing its products. (10marks)