

QUESTION THREE

- a) Discuss the product development process. (10 marks)
- b) Explain how the marketing strategy change during the product life cycle (10 marks)

QUESTION FOUR

- a) Explain the role of channels of distribution in the marketing process (10 marks)
- b) Discuss the constraints in the choice of the channels of distribution. (10 marks)

QUESTION FIVE

- a) For a market segment to justify attention, five conditions need to be satisfied.
Explain the conditions a segment must satisfy. (10 Marks)
- b) Briefly discuss any five social factors influencing consumer behaviour. (10 Marks)