PAN AFRICA CHRISTIAN UNIVERSITY

END OF SEMESTER EXAMINATION FOR

DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

JANUARY – APRIL 2018 SEMESTER

CAMPUS: VALLEY ROAD

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: DSM106

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM DATE: THURSDAY 12TH APRIL 2018

TIME: 5:30PM-8:00PM

INSTRUCTIONS

- This examination script consists of **Six (6)** questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **question ONE** and ANY other **four** Questions

QUESTION ONE: COMPULSORY

(a) Describe the following terms as used in Principles of marketing.

(i) Marketing concept (2 marks)

(ii) Selling concept (2 marks)

(iii) Production concept (2 marks)

(iv) Societal marketing (2 marks)

(v) Product marketing (2 marks)

(b) Explain the FIVE steps in the Marketing process. (5 marks)

(c) (i) State THREE major functions of marketing. (3 marks)

(d) Discuss FIVE factors to show the importance of marketing. (5 marks)

(e) (i) With examples, distinguish between a direct and an indirect marketing channel. (4 marks)

(ii) Explain any FOUR factors to be analyzed for both internal and external environments of a business enterprise. (8 marks)

(f) With the use of a diagram distinguish between cost based pricing from value based pricing strategies. (5 marks)

QUESTION TWO.

(a) Distinguish between the micro-environment and macro- environment of a business organization. (5 marks)

(b) Explain any five differences between organizational buying behavior and individual buying behavior. (10marks)

QUESTION THREE.

(a) Define market segmentation. (3 marks)

(b) *With the aid of a diagram describe the concept of the product life cycle (PLC). (12mks)*

QUESTION FOUR.

(a) *(i) Explain the concept of sales promotion.* *(3 marks)*

(ii) Describe any THREE sales promotion efforts that enhance its effectiveness. *(6 marks)*

(b) Outline any THREE factors that influence pricing decisions (6 Marks)

QUESTION FIVE.

(a) Explain any FIVE reasons why organizations must communicate (promote) their products. (5 marks)

(b) Briefly discuss any FIVE activities that are involved in physical distribution management (PDM) or logistics. (10marks)

QUESTION SIX.

(a) With the aid of a diagram explain Customer marketing channels. (5 marks)

(b) Identify and explain the main characteristics that differentiates services from products (10marks)