

**UNIVERSITY COLLEGE TATI (UC TATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BBM 1023
COURSE	: PRINCIPLES OF MARKETING
SEMESTER/SESSION	: 1 - 2022/2023
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- a) Based on your understanding, define marketing environment. (2 marks)
- b) List out **THREE (3)** characteristics that affecting consumer behavior. (3 marks)
- c) Explain **THREE (3)** differentiation and positioning strategy (6 marks)
- d) Describe **TWO (2)** variables in market segmentation. (4 marks)
- e) Identify the steps in adoption process. (4 marks)

QUESTION 2

- a) Define marketing management. (5 marks)
- b) Describe **FIVE (5)** orientations in marketing management. (10 marks)
- c) Discuss the differences between values, satisfaction and quality. (6 marks)
- d) Explain the concept of 4P's and 4C's (8 marks)

QUESTION 3

- a) *The concept of the product life cycle is today at about the stage that the Copernican view of the universe was 300 years ago which a lot of people knew about it, but hardly anybody seemed to use it in any effective or productive way.*

Discuss **FOUR (4)** product life-cycle stages. (8 marks)

- b) *The choice of foreign market entry strategy is likely to have a major impact on a company's performance overseas.*

Describe **TWO (2)** modes of entry in selecting an institutional arrangement towards marketing activities. (4 marks)

QUESTION 4

- a) *The buying decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost-benefit analysis in the presence of multiple alternatives.*

Construct **FIVE (5)** systematic stages on how a buyer makes the decision to purchase a product. (10 marks)

- b) *Unlike product marketing, services marketing focuses on advertising intangible transactions that provide value to customers.*

i. Describe the term `service`? (2 marks)

ii. Discuss **FOUR (4)** characteristics of a service in marketing. (8 marks)

QUESTION 5

- a) *While pricing objectives and pricing strategy are closely related, they are not the same. Pricing objectives are a framework. They can help you decide the primary motivation for your pricing decisions.*

Construct product mix pricing strategies to achieve a target share of the market.

(10 marks)

- b) *Promotion involves activities that help a business communicate the offering and its features to the customer and generate their interest in the desired action. Numerous activities can be considered a promotion. While some market the offering to the customer organically, some involve paid media or paid communication.*

Evaluate **FOUR (4)** types of promotional mix and support your answer with suitable example for each type. (10 marks)

-----End of question-----