



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS
(YR I SEM II)

UNIT CODE: CMDM 1101

UNIT TITLE: PRINCIPLES OF MARKETING

DATE: 13TH DECEMBER, 2016

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) State and explain the FIVE roles of marketing in the society (10 marks)
- (b) Discuss the consumer decision making process (10 marks)
- (c) By using the extended marketing mix as a base, describe the unique service characteristics and explain how a service firms will manage its challenges (10 marks)

QUESTION TWO

- (a) Broadly describe the following pricing policies
 - i. Cost describe the following pricing policies
 - ii. Demand –oriented pricing policies
 - iii. Competation –oriented pricing policies (15 marks)

QUESTION THREE

- (a) Define the term marketing philosophy (3 marks)
- (b) Giving relevant examples discuss FOUR of this philosophy and explain how they are applicable in marketing (12 marks)

QUESTION FOUR

- (a) With a well explained diagram describe the product life cycle explain the marketing strategies applicable in each stage of the PLC (15 marks)