



Riara School of Business
Nurturing business innovators
SEPTEMBER – DECEMBER 2019 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY PROGRAMME

RMK 201: PRINCIPLES OF MARKETING

DATE: 19TH DECEMBER 2019

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.
This is a closed book examination. Text books/reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1. Write your **ADMISSION NUMBER** clearly on the cover of the answer booklet(s).
 2. Answer **Question ONE** and **ANY OTHER TWO** questions.
 3. Questions in all sections should be answered in answer booklet(s).
 4. Marks allocated to each question are shown at the end of the question.
 5. **PLEASE** start the answer to **EACH** question on a **NEW PAGE**.
 6. Indicate the number of the questions answered on the cover of the answer booklet(s) in the order you answered them.
 7. Write your answers in paragraph form unless stated otherwise.
 8. Keep your phone(s) **SWITCHED OFF** at the front of the examination room.
 9. Keep **ALL** bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
 10. You are only allowed to leave the examination room 30 minutes to the end of the Examination.
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USE THE PICTURE BELOW TO ANSWER QUESTION ONE



Source; The internet; Google Colgate Pictures (2019)

QUESTION ONE (COMPULSORY - 30 MARKS)

- a) Discuss and explain the marketing philosophies used by Colgate marketing explaining their relevance and application in the modern day corporate strategies **(6Marks)**
- b) Explain the role played by marketing of such products like Colgate **(10 Marks)**
- c) What Branding strategies are used by Colgate as it relates to the picture above. **(6 Marks)**
- d) Discuss **FIVE** factors affecting the choice of a distribution channel by an organization like Colgate **(8Marks)**

QUESTION TWO

- a) Using The PESTEL model describe the Macro-environmental factors that influence the purchase of Motorcycles for lecturers in Kenya. **(12 Marks)**
- b) Discuss **FOUR** factors that influence the pricing of Motorcycles in Kenya. **(8Marks)**

QUESTION THREE

- a) Using an illustration explain the steps involved in marketing research for product awareness survey in the sale of the motor vehicle black boxes. **(14 Marks)**

- b) Discuss and explain elements of promotion mix to a financial manager who is to approve your budget for marketing communication. **(6 Marks)**

QUESTION FOUR

- a) Describe the new product development process for a mobile phone company like Samsung. **(10 Marks)**

- b) Discuss and explain the elements of a marketing information system. **(10 Marks)**