



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATIONS

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

BScIT 2.2/BCOM 1.2/B.ED 3.2 Math& B/S/B.ED 1.2 Math& B/S B.ED 1.2 B/S & History/B.ED

1.2 Kisw & B/S/B.ED 1.2 GEO & B/S/B.ED 3.2 GEO & B/S

ACADEMIC YEAR: 2021/2022

UNIT NAME: PRINCIPLES OF MARKETING

SEMESTER: JAN - APRIL 2022

UNIT CODE: MKTG 2110

DATE: July 2022

SPECIAL EXAMS

TIME: 2 HOURS

INSTRUCTIONS: Answer question one (30 marks) and any other two

QUESTION ONE (COMPULSORY 30 marks)

- a) Describe the process of advertisement (10 marks)
- b) Explain Factors determining selection of the promotion mix (10 marks)
- c) Explain the five marketing concepts in principles of marketing (10marks)

QUESTION TWO

- a) Explain the five types of consumer products (10 marks)
- b) Explain the benefits of market segmentation (10 marks)

QUESTION THREE

- a) Explain the functions of marketing research (10 marks)
- c) Explain the buying decision process (10 marks)

QUESTION FOUR

- a) Explain the five bases for the market segmentation (10marks)
- b) Explain five patterns of target market selection that should be considered (10 marks)