



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATIONS (SPECIAL PAPER)

ACADEMIC YEAR: **2019/2020**

UNIT NAME: **PRINCIPLES OF MARKETING**

SEMESTER: **MAY-AUGUST 2020**

UNIT CODE: **DBM 101**

DATE: **JULY 2020**

TIME: **2 HOURS**

Instructions: Answer question one (Compulsory) and any other two questions

QUESTION ONE (30 MARKS)

- a. Explain the any five criteria for an effective market segmentation (5marks)
- b. Modern marketing has widened its objectives to more than simply securing profits.

Highlight importance of marketing to:

- i) Society
- ii) The individual (10 marks)
- c. Explain the characteristics of services and their market implications (8marks)
- d. Explain the forces in the following marketing environment:
 - (i) Any four forces in Micro environment (4marks)
 - (ii) Any three forces in Macro environment (3marks)

QUESTION TWO (20 MARKS)

- a. Describe the product life cycle highlighting key characteristics & strategies used at each stage. (10 marks)
- b. Explain any five product mix pricing situations (10 marks)

QUESTION THREE (20 MARKS)

- a. Discuss any five factors to consider in selecting distribution channels. (10 marks)
- b. Public relations means building good relations with the company's various publics. Highlight any five functions performed by the relations department. (10 marks)

