



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY – APRIL 2019 SEMESTER**

### **CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CIMK 001**

**COURSE TITLE: ESSENTIALS OF MARKETING**

**DATE: 10 APRIL 2019**

**TIME: 11.30 AM – 1.30 PM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** *All exam rooms are under CCTV surveillance during the examination period.*

## **SECTION A: COMPULSORY**

### **Question One**

- a) The business environment within which a business operates is very important. Explain the forces that affect s the company in a micro environment. . **[10 marks]**
- b) [Marketing has been shown to very crucial to the success of a business or firm. Discuss the various objectives of marketing **[10 marks]**
- c) Marketers must study their customers' wants human behaviour in order to satisfy them. Elaborate on the factors influencing consumer behaviour and buying behavior **[10 marks]**
- d) Due to the changing market environment, an organization must keeping on learning and using new information. Explain the characteristics of a learning organization. **[10 marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question Two**

- a) Marketing mix is often used as a tactical tool in order to gain a competitive advantage in the market place. Discuss the elements of marketing mix. **[10 marks]**
- b) Branding plays a crucial role to create and identify a given product. Explain several advantages of branding. **[10marks]**

### **Question Three**

- a) Mr Orlando wants you to explain to him what you understand by the terms: marketing; Need; wants; and demand **[10 marks]**
- b) There are several differences that exist between marketing and selling. Explain at least five of them. **[10 marks]**

### **Question Four**

- a) The macro environment consist of larger societal forces that affect even the micro-environment. Explain some of the factors that affect the macro environment. **[10 marks]**
- b) A producer or manufacturer should always be in the know of the kind of markets he wants to sell his products. Describe the different kind of markets that a manufacturer can serve. **[10 marks]**

### **Question Five**

- a) Explain five of the various factors that influence consumer or buyer behaviour. **[10 marks]**
- b) Marketing information and intelligence are very important to any organization. Describe the importance of market intelligence to a firm. **[10 marks]**