



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS SEPTEMBER - DECEMBER 2021 SEMESTER**

### **CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CIMK 001**

**COURSE TITLE: ESSENTIALS OF MARKETING**

**DATE:**

**TIME:**

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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 market environment is constantly changing, an organization must keep on learning and using new information in order to grow and deal with emerging challenges. Explain the characteristics of a learning organization.. **[10 marks]**
- b) [Marketing management has been shown to be an important ingredient to the success of a business. Discuss the various objectives of marketing that are there. **[10 marks]**
- c) Continuous study of customers' wants and behaviour by marketers is essential in order to satisfy them. Discuss the various factors influencing consumer behaviour and buying behaviour. **[10 marks]**
- d) Positioning often refers to the place a product or group of products occupy in the customers mind in relation to those of competitors. Explain the various bases used for positioning. **[10 marks]**

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

### **Question Two**

- a) Businesses apply and use 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 builds up the image of a business in the eyes of the consumer and helps the consumer to identify a given product. Explain several advantages of branding. **[10 marks]**
- c)

### **Question three**

- a) According to W.J Stanton market segmentation consists of taking the total heterogeneous market for a product and dividing it into several sub-markets or segments each of which

tends to be homogeneous in all significant aspects. Describe five steps involved in segmenting the market.

[10 marks]

- b) The business environment within which a business operates is very important. Explain the forces that affects the firm in a micro environment.

[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) There exists various markets where a business entity can sell its products or services A manufacturer should be keenly aware 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) There are several differences that exist between marketing and selling. Explain at least five of them.

[10 marks]

- b) On the go marketing information is very important to any organization. This gives such a business a unique competitive edge. Describe the importance of market intelligence to a firm.

[10 marks]

... etc. ...