



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY-AUGUST 2020 SEMESTER

CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CIMK 001

COURSE TITLE: ESSENTIALS OF MARKETING

DATE: 28 AUGUST 2020

TIME: 11.30 AM – 1.30 PM

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) Marketing information and intelligence are very important to any organization. Describe the importance of market intelligence to a firm. **[10 marks]**
- b) Buyers of an item can give a certain character that can help the sellers to understand them. Give a description of five of the various factors that influence consumer or buyer behaviour. **[10 marks]**
- c) 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]**
- d) A business can have an environment consisting of larger societal forces that affect even the micro-environment. Explain some of the factors that affect this kind of environment. **[10 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Mkubwa doesn't understand that there are several differences that exist between marketing and selling activities. Explain at least five of them. **[10 marks]**
- b) Mr Orlando wants you to explain to him what you understand by the terms: marketing; need; wants; product and demand. **[10 marks]**

Question three

- a) Branding plays a crucial role to create and identify a given product. Explain several advantages of branding. **[10 marks]**
- b) 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 giving examples. **[10 marks]**

Question Four

- a) Marketers must study their customers' wants human behaviour in order to satisfy them. Elaborate on the factors influencing consumer behaviour and buying behaviour. **[10 marks]**
- b) Due to the changing market environment, an organization must keep on learning and using new information. Explain the characteristics such an organization. **[10 marks]**

Question five

- a) The business environment within which a business operates is very important. Explain the forces that affect the company in an environment that the management can control. **[10 marks]**
- b) Marketing has been shown to be very crucial to the success of a business or firm. Discuss the various objectives of marketing that you know of. **[10 marks]**