



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2025 SEMESTER

CERTIFICATE IN BUSINESS

COURSE CODE: CIMK001

COURSE TITLE: ESSENTIALS OF MARKETING

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

- a) SECTION A IS **COMPULSORY**.
- b) SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
- c) **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
- d) 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) As markets become more competitive, the traditional bases of segmentation are increasingly proving to be inadequate. Making reference to examples. Identify factors that should be taken into account in developing an effective segmentation and positioning strategy in competitive markets. **[10 marks]**
- b) Elaborate the disadvantages of personal selling **[10 marks]**
- c) Kamau and Odongo argue that marketing is not a battle of products; it's a battle of perception. Using both local and international examples, discuss this statement **[10 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

Relationship marketing is widely emphasized in marketing today

- a) Explain relationship marketing **[4 marks]**
- b) Discuss the benefits that would accrue to a company that invest in this type of marketing **[10 marks]**
- c) Suggest methods that a car manufacturer can use to develop closer relationship with the customers **[6 marks]**
- d)

Question three

- a) A Michael Porter discusses the structural analysis of industries using the five forces model. The model was used to determine the profitability of a business. By use of a diagram, discuss porters five forces model and discuss its application in marketing planning and strategy. **[10 marks]**
- b) Describe how Agricultural Finance corporation will use the five dimensions of service quality to deliver high quality services **[10 marks]**

Question Four

- a) As a marketing consultant of ABC Company, you have been tasked to prepare a marketing plan for a start-up company. Before the actual preparation, you are involved in a discussion on how to incorporate the marketing mix decision in the plan. Discuss in detail some of the factors that a detailed marketing mix plans might consider **[14 marks]**
- b) Explain the objectives of agricultural pricing **[6 marks]**

Question Five

- a) Assuming that you are the marketing manager the service company of your Choice and you have come up with activities that are to educate, or inform or stimulate your consumers. Discuss the consumer sales promotion tools that you would use **[12marks]**
- b) Explain the factors that affect consumers buying behavior for agricultural products . **[8 marks]**