GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY-APRIL 2026 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCMK 200

COURSE TITLE: PRINCIPLES OF MARKETING

DATE: APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** 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

The implementation of the Financial Regulations Bill 2015 in Kenya has been a major challenge to the performance of commercial banks, but in the long run it contributes to the strengthening of the banking systems. Some aspects of the regulations are oriented towards achieving the development objectives of the country without having to sacrifice prudent regulations and financial sector stability considerations. However, the financial crisis of 2008 proved that it is necessary to have a stable financial system as it has a positive impact on equity and growth. Typically, one would expect regulations to improve efficiency and lower any risk of a financial crisis. Many critics have argued that regulations interfere with the efficiency of the market while those advocating for regulations thinks otherwise. Commercial Banks in Kenya especially KCB are in search of modern management apparatuses to improve performance. Recently, KCB has tried to improve cash management and offer new services to attract more funds flow. Despite the rapid expansion of banking services in Kenya, KCB still faces obstacles with respect to the handling of the risks that the bank is exposed to. Gudmundsson, Kisinguh and Odongo (2013) conducted a survey to establish the role of capital requirements on competition and stability of banks and their findings established positive relationships between performance, capital regulations and financial stability. Mureithi (2012) investigated financial regulations' effects on financial performance at DTMs in Kenya and her conclusion was that regulations on DTMs have led to improvement in their financial performance. Required:

a) Discuss 6 challenges that KCB Bank Faces **[6 Marks]**

b) Explain the 4 Macro environment that KCB Operates in **[8 Marks]**

c) Discuss the 4 Micro environment that KCB operates in **[8Marks]**

d) Elaborate the 8 ways in which KCB can compete globally **[8 Marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

a) Companies with a global influence in the market seek to develop specific strengths which make them unique known as leverage. Discuss types of leverage that a firm with a global

presence is able to develop

[12 Marks]

b) Explain the disadvantages of grading in any multinational organisation **[8 Marks]**

Question three

a) Using a hypothetical company of your choice, design a marketing plan so as to attain and maintain a competitive edge **[12 Marks]**

b) Carry out a swot analysis of the company created above **[8 Marks]**

Question Four

a) Explain the Five Forces of Michael Porter in Strategies of global markets **[12 Marks]**

b) Explain the criteria for effective segmentation **[8 Marks]**

Question Five

a) Discuss the applicability of channels of distribution in marketing **[12 Marks]**

b) Explain the limitations of Advertising . **[8 Marks]**