



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022 /2023 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS  
BACHELOR OF COMMERCE**

**COURSE CODE: BCM 2105**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**DATE: 2<sup>ND</sup> DECEMBER, 2022**

**TIME: 0830-1030 HRS**

**INSTRUCTIONS:**

1. Attempt questions one and any other three.
2. Do **NOT** write on this question paper

## **QUESTION ONE**

- a) What is market segmentation? **(2 mark)**
- b) Explain the four bases of market segmentation and their importance in marketing of goods and services **(8 marks)**
- c) Discuss the conceptual development (4 stages) of the marketing concept and its application on a company's operations **(10 marks)**

## **QUESTION TWO**

- a) Discuss any five functions of wholesalers and distributors **(5 marks)**
- a) Like humans, a product is said to have a lifecycle. With the help of a diagram;  
Label the four stages of a product life cycles **(10 marks)**

## **QUESTION THREE**

John your former classmate at maasai Mara University wants to buy a personal car for his 30<sup>th</sup> birthday. Explain to him the process that buyers go through a process when making buying decisions.

**(15 marks)**

## **QUESTION FOUR**

You are a manager at Loita comp ltd, a manufacturer of household utensils in Narok town. Discuss the external factors which would influence the pricing of your products. **(15 marks)**

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