



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2017 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

EVENING PROGRAMME

CMK 121: PRINCIPLES OF MARKETING

Date: APRIL 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define the following terms:
- i) Marketing (2 marks)
 - ii) Need (2 marks)
 - iii) Want (2 marks)
 - iv) Market (2 marks)
- b) Explain how personal factors influence consumer buyer behavior. (12 marks)
- c) Highlight the components of the macro-environment. (10 marks)
- Q2. a) Consumer product goods are categorized into four. Explain these categories. (8 marks)
- b) What are the benefits of market segmentation? (12 marks)
- Q3. a) Using a diagram explain the product life cycle. (15 marks)
- b) Explain how demand, completion would affect demand. (5 marks)
- Q4. As a marketer what factors would use consider in planning a promotion mix? (20 marks)

END