

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF MANAGEMENT AND ENTREPRENEURIAL SCIENCES

DIPLOMA IN BUSINESS MANAGEMENT

MAIN PAPER

DM123:

PRINCIPLES OF MARKETING

INTAKE 5:

FIRST YEAR, FIRST SEMESTER

DATE:

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer **three** questions

Question 1

Explain the following terms:

- a) Exchange and Utility [10]
- b) Consumer demand [5]
- c) Needs and wants [5]
- d) Customers and Consumers [5]

Question 2

Detail any **five** roles of marketers in the society. [25]

Question 3

Discuss the importance of understanding the micro environment of an organization to a marketer [25]

Question 4

- a) Explain the concept, target marketing. [5]
- b) Using practical examples, explore any **three** strategies for targeting markets. [20]
[25]

Question 5

Using practical examples, discuss any **five** ways of classifying consumer goods. [25]

Question 6

Evaluate any **five** pricing strategies that can be used in an organization. [25]

END