



"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE
COURSE CODE AND TITLE: MKT 102 PRINCIPLES OF MARKETING
END OF FIRST SEMESTER EXAMINATIONS

APRIL 2017

LECTURER: (R MUDALA)

DURATION: (3 HRS)

INSTRUCTIONS

1. Answer Any Four Questions.

2. Credit will be given for logical, systematic and neat presentation

3. Marks allocated to each question are shown at the end of the question

(ANSWER ANY 4 QUESTIONS)

Question 1

Market segmentation is an important aspect of consumer behaviour. Market segmentation delineates segments whose members are similar to one another in one or more characteristics and different from members of other segments. Describe the most common segmentation variables and exemplify how you as a marketing manager can use these variables. **(25 Marks)**

Question 2

- A. What is your understanding of consumer insight? **(5 Marks)**
- B. Discuss the differences between consumer insights and consumer research. **(20 Marks)**

Question 3

- A. What is Customer Relationship Management? **(5 Marks)**
- B. Discuss how Customer Relationship Management can be used to create value. **(20 Marks)**

Question 4

Discuss the major brand strategy decisions that a company has to make. **(25 Marks)**

Question 5

Discuss how niche marketing is different to differentiated marketing. **(25 Marks)**

Question 6

Discuss the internal and external factors involved in setting the price of a new product. **(25 Marks)**

END OF PAPER