

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF AGRIBUSINESS MANAGEMENT

AGBM 212: PRINCIPLES OF MARKETING

STREAM:

TIME: 2 HRS

DAY: MONDAY [8.30-10.30 A.M]

DATE: 11/12/23

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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Instruction: Answer question ONE and any other TWO questions

QUESTION ONE (Compulsory)

- a) Some scholars argue that marketing is a cost activity that only ends up in escalating the costs of production for an organization. In light of this statement, discuss the potential merits of marketing to an organization that practices it. **(10mks)**
- b) While describing the evolution of marketing philosophies, distinguish between marketing and selling concepts **(10mks)**
- c) Examine the applicability of Maslow's hierarchy of needs model in understanding consumer needs and behaviour **(10mks)**

QUESTION TWO

- a) Discuss the macro environmental factors that marketers should consider when organizing their activities of an organization **(10mks)**
- b) With relevant examples, explain the market targeting strategies that can be deployed in an organization **(10mks)**

QUESTION THREE

- a) Marketing decisions require information since they have a significant overall effect on the performance of an organization. In view of this statement, explain the components and functions a marketing information system **(10mks)**
- b) Explain the pricing strategies that are used by marketers in an exchange process **(10mks)**

QUESTION FOUR

- a) According to Vernon (1960), products just like human beings go through some stages in their life cycle. Explain **(10mks)**
- b) Evaluate the alternative distribution channels for delivery of final products to customers. **(10mks)**

QUESTION FIVE

- a) Consumers are said to go through some stages in their buying process. While describing these stages, explain the critical role of a marketer at each stage **(10mks)**
- b) Promotional efforts and activities are said to escalate marketing costs in an organization. Are such costs justified? Explain **(10mks)**

