



**REFORMED CHURCH UNIVERSITY**

---

**FACULTY OF COMMERCE**  
**BACHELOR OF COMMERCE HONOURS DEGREE IN**  
**MARKETING**

**PRINCIPLES OF MARKETING 2**

**HMKT 108**

**PART 1 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: DECEMBER 2024**

**Time: 3 Hours**

---

**INSTRUCTIONS**

- 1 This paper has *six (6)* questions
  - 2 Answer Question One (*1*) and any other *three (3)*
  - 3 Each question carries *25 marks*
  - 4 Start each question on a new page
-

1. Discuss any 5 factors to be considered when selecting distribution channels for a shoe manufacturing company (25 marks)
2. Analyze any 5 elements of the promotional mix used in enhancing organizational image. (25 marks)
3. Discuss the 4 activities of marketing a management process. (25)
4. Explain any 4 societal forces that affect the actors in the company's micro-environment. (25)
5. Discuss any 5 key factors that affect or influence consumer behaviour. (25)
6. Discuss the characteristics of industrial markets highlighting the factors that make them different from consumer markets. (25)

**END OF PAPER**