



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

Bachelor of Commerce Honours Degree in Business Management

Principles of Marketing

HBUM104 / HHRM109 / HACC110

Part 1 Semester 1-Examination

Total Marks [100]

Date: November 2019

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. Examine any **five** marketing roles in a business environment. (25)
2. Discuss factors that influence consumer behaviour. (25)
3. Explain macro environmental factors that affect marketing in a business. (25)
4. (a) Marketing research to a business is an important aspect. Evaluate this assertion. (15)
(b) Examine any **five** reasons for marketing segmentation. (10)
5. Analyse any **five** marketing concepts that a business can follow. (25)
6. (a) Discuss any **four** Ps of marketing mix elements. (16)
(b) Explain the benefits of entering international markets. (9)

End of paper