



KAIMOSI FRIENDS UNIVERSITY
SCHOOL OF BUSINESS AND ECONIMICS

UNIVERSITY EXAMINATIONS
2025/2026 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR BACHELOR OF EDUCATION
ARTS

COURSE CODE: BCB 202

COURSE TITLE: PRINCIPLES OF MARKETING

SPECIAL EXAMINATION PAPER

DATE: 24/06/26

TIME: 3-5 P.M.

INSTRUCTIONS/MAAGIZO

1. Answer **QUESTION ONE** and **ANY OTHER TWO** from the choices given.
(Jibu **SWALI LA KWANZA** na **MENGINE MAWILI** kutoka katika orodha uliyopewa)
2. Phones, smart watches, any other unauthorized digital and AI gadgets and applications are **not allowed** in the examination room.
3. Answer all questions in the exam answer booklet provided.
4. Do not write on this question paper.
5. All KAFU examination rules and regulations apply.
6. **DURATION OF EXAMINATION: TWO (2) HOURS**

KAFU observes ZERO tolerance to examination cheating.
*This paper consists of **THREE** printed pages. Please turn over.*



QUESTION ONE: 30 MARKS**CASE STUDY: MSK BEVERAGE COMPANY LIMITED**

MSK Beverages company Ltd in Western Kenya initially focused on producing large quantities of bottled water at the lowest possible cost in order to reach as many customers as possible. Over time, competition increased and customers began demanding higher quality water, attractive packaging, and environmentally friendly production practices.

To remain competitive, the company improved the quality of its water, redesigned its packaging, and started engaging customers through social media to understand their needs and preferences. The company also introduced recyclable bottles to promote environmental sustainability.

In relation to the above case study above:

- a) Explain the marketing philosophies that the MSK Beverages company Ltd practiced at different stages of its operations. (10 Marks).
- b) Explain how the MSK Beverages company Ltd applied the societal marketing concept in its operations. (10 Marks).
- c) Discuss the benefits MSK Beverages company Ltd gained by engaging customers through social media. (10 Marks).

QUESTION TWO- 20 MARKS

- a) Discuss the importance of environmental scanning in marketing management. (10 Marks).
- b) A student buying a laptop first searches online, compares brands, consults friends, and finally purchases the laptop that offers the best features for the price. Describe the factors influencing the student's decision. (10 Marks).

QUESTION THREE- 20 MARKS

- a) Analyze the reasons why organizations must shift from the production concept to the marketing concept in modern business environments. (10 Marks).
- b) A Skyline company markets adventure packages to young professionals who enjoy outdoor activities. Explain the benefits of market segmentation. (10 Marks).

QUESTION FOUR- 20 MARKS

- a) Evaluate the factors that influence the selection and management of channel members. (10 Marks).
- b) Bukura dairy firm faces challenges due to rising fuel prices, new government regulations, and increasing competition from imported milk. Discuss the macro-environmental factors affecting the firm. (10 Marks).

QUESTION FIVE- 20 MARKS

- a) Describe the importance of positioning in competitive markets. (10 Marks).
- b) Explain the marketing strategies that a company can apply during the growth stage of the Product Life Cycle. (10 Marks).

End: Good luck

