

**UGANDA MARTYRS UNIVERSITY, NKOZI CAMPUS, MBALE  
CAMPUS, MASAKA CAMPUS AND LUBAGA CAMPUS**

**FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT  
DEPARTMENT OF MANAGEMENT SCIENCE**

**BAM II, BPSCM II, BSC ACC & FIN AND BREM (AUG & JAN &  
INTAKES)**

**SEMESTER TWO 2021/2022**

**COURSE UNIT: PRINCIPLES OF MARKETING.**

**CODE: MKT 2017**

**DATE: 12 /JULY/2022**

**Time allowed: 3 hours:**

**Instructions to Candidates:**

**Do not write anything on the question paper**

**Read the following before answering the examination questions.**

- i) Using of clear examples in your explanation will attract more marks.
- ii) Books, mobile phones, electronic dictionaries, notes or any other written materials are **NOT** allowed in this examination
- iii) Attempt any four (4) questions
- iv) Do not write anything on this question paper



### Question One

- ✓(a) All profit and non-profit making organisations must set prices for their products or services in order to satisfy the target market. With relevant example, state and explain the external factors a profit making organisation considers when setting a price of a new product. **(10 marks)**
- (b) With relevant examples, Identify and explain the major elements of promotion mix an organization can employ to achieve its objectives in a particular region. **(15 marks)**

### Question Two

- (a) With relevant examples, identify and explain the various marketing strategies an organization will employ when a product is in the maturity stage of the product life cycle. **(10 marks)**
- (b) New Product development is one of the key activity most organizations concentrate on in order to improve its market performance. With real relevant examples in Africa, State and explain why new product development is necessary in a chaotic and competitive environment. **(15 marks)**

### Question Three

- a) Marketing information system plays a great role in providing information that improves the overall organisational performance. With the aid of an illustration, state and explain the components of marketing information system. **(15 marks)**
- (b) Companies involved in the sale of goods and services, however small, ought to undertake some kind of marketing research. With relevant examples, State and explain the step involved in conducting marketing research in an organization of your choice. **(10 marks)**

### Question Four

- ✓a) With relevant examples, identify and explain macroeconomic environmental factors a marketing organization should understand in order to make better marketing decisions that will led to market growth of an organization. **(15 marks)**



b) Using real work place examples, what are the psychological factors that influences the buying behaviour of an individual? **(10marks)**

**Question Five**

(a) Centenary bank Uganda, has been offering financial services in Uganda for many years and it has lost some clients to its competitors. using the knowledge your acquired in principles of marketing, state and explain in detail the specific marketing strategies that such Bank ought to initiate and adopt so as to achieve a high level of customer retention **(10 marks)**

(b) In the purchase decision of any product, there are always different types of buying behavior. As a marketing consultant, state and explain to company management of the different types of buying behavior in decision making of a buyer. **(15 marks)**

**Question Six**

✓ a) With relevant examples, state and explain the differences between a good and service. **(10 marks)**

b) Assume you have been appointed sales and marketing Director of a firm with a new product which despite its good quality, is disliked by most of the target and actual customers. With a relevant example of your choice, identify and explain the market segmentation base you will employ to sell effectively this new product. **(15 marks)**