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**UNIVERSITY EXAMINATIONS: 2020/2021**

**EXAMINATION FOR THE DEGREE OF BUSINESS INFORMATION TECHNOLOGY**

**BUSS 205: PRINCIPLES OF MARKETING**

**FULL TIME/PART TIME/DISTANCE LEARNING**

**DATE: APRIL, 2021 TIME: 3 HOURS**

**INSTRUCTIONS:** Answer **ALL** **Questions**

**QUESTION ONE (25MARKS)**

1. Marketing benefits organizations, customers, and society. Explain how an organization like KCAU benefits the community in which it operates as well as society at large.

(10Marks)

b) You are considering working for United Nations upon graduation. Explain how the marketing goals, strategies, and markets for the nonprofit differ from a for-profit organization. (15Marks)

**QUESTION TWO (25MARKS)**

a) Explain the importance of internal marketing in business. (3Marks)

1. State five reasons why marketing is an important area of study. Should marketing be required for all college students, no matter their major? Why or why not?

(10Marks)

1. Discuss the how you can use the 4Ps of the marketing mix to a business in its decline stage in the product life cycle. Give relevant examples. (12Marks)