**BBM 1202 PRINCIPLES OF MARKETING**

**CAT I & II**

**ANSWER ALL THE QUESTIONS**

**OBSERVE THE DEADLINE**

a) It is argued that every product goes through a product life cycle (PLC). Explain any three  
 strategies a marketer may employ at the maturity stage of the PLC, clearly explaining  
 what the maturity stage entails. **(5 marks)**  
b) Explain the meaning of segmentation and describe the significance of segmentation to a  
bank.  **(10 Marks)**  
c) Distinguish between marketing research and marketing information system. **(5 Marks)**

 d) Marketers are today faced with a mirage of challenges that never existed in the past,  
 Discuss Five of these challenges. **(10 marks)**