

**BML 106/ BML 111/ BCM 125: FUNDAMENTALS/ PRINCIPLES OF**

**DATE:** 27<sup>TH</sup> JULY 2026

**MAXIMUM MARKS: 70**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

## QUESTION ONE

**Read the case study below carefully and answer the question that follows:**

### **FRESH BITE**

Fresh Bite Organic Foods is a mid-sized company in Kenya that produces organic fruit juices and snacks. The company was founded in 2015 with the vision of providing healthy, natural alternatives to processed foods. Over the years, Fresh Bite has grown steadily, supplying both retail supermarkets and local cafés.

Despite steady growth, Fresh Bite faces challenges in reaching a broader market. The company operates in a competitive environment where both local and international brands compete for consumer attention.

Fresh Bite uses various marketing strategies, including social media campaigns, in-store promotions, and participation in trade fairs. However, the management realizes that its marketing approach lacks a structured framework and clear understanding of customer needs. To address this, Fresh Bite hired a marketing consultant to help apply marketing principles effectively. The consultant suggested revisiting the core concepts of marketing, including market segmentation, product positioning, the marketing mix, and consumer behaviour.

**Market Segmentation:** Fresh Bite is unsure which customer groups to target. They have been marketing to all age groups and locations, diluting their marketing efforts. **Product Differentiation:** Many consumers see organic juices as similar, and Fresh Bite struggles to highlight its unique selling points. **Promotion Strategies,** their social media campaigns are inconsistent, and in-store promotions are minimal.

**Pricing Decisions,** Fresh Bite faces challenges setting prices that cover costs, remain competitive, and appeal to price-sensitive customers. **Distribution Channels:** Currently, Fresh Bite supplies supermarkets and cafés directly but has limited reach in smaller retail outlets and online platforms. The consultant advised Fresh Bite to adopt a structured

marketing strategy guided by the principles of marketing to enhance brand awareness, attract the right customers, and increase sales.

**Required:**

- a) Citing relevant examples, examine how the company can make use of marketing segmentation strategy **(8 marks)**
- b) Examine how Marketing Mix (4Ps) strategies can be of value to Fresh Bite marketing firm **(6 marks)**
- c) Assess any four forms of marketing channels that a firm can adopt for its products **(6 Marks)**
- d) From the case, assess any four forms of Product differentiation that can be of value for Fresh Bite **(5 Marks)**

**QUESTION TWO**

- (a) Examine the rationale for pricing in marketing **(6 marks)**
- (b) Elaborate seven key benefits of marketing planning initiatives to a marketing company **(9 marks)**

**QUESTION THREE**

- a) Argue THREE benefits of Distribution Decisions in a marketing firm **(6 marks)**
- b) Discuss the rationale for marketing research **(9 marks)**

**QUESTION FOUR**

- a) In marketing, consumers adopt new products at different times. Based on the Diffusion of Innovation theory (Everett Rogers), argue the FIVE key adopter categories for a new product **(10 marks)**

- b) Explain FIVE key phases of the Product Life Cycle (5 marks)

### QUESTION FIVE

- a) Examine FOUR key consumer buying behaviors (8 marks)
- b) Analyze the SIX steps of the marketing research process (7 marks)

### QUESTION SIX

- a) Argue FOUR key contemporary issues in marketing (8 Marks)
- b) Identify and elaborate SEVEN key reasons for marketing environment scanning (7 marks)