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Decisions concerning the type of product, the price policy, the channel of distribution and sales promotion can be made rightly with the help of right marketing information at the right time.

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Assume that the University management has decided to carry out marketing research, explain ways in which it may benefit from the research.

(10 marks) 2. (a) Explain the holistic marketing orientation and how it is applied by specific companies in Kenya. (10 Marks) (b) Explain five basis of segmenting industrial markets in Kenya. (10 marks) 3. (a)