



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2020/2021 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BAB 1107**

**COURSE TITLE: Elements of Marketing**

**EXAM VENUE:**

**DATE: JANUARY 2021 14/11/2021**

**EXAM SESSION: 9.00-12.00NOON**

**TIME: 3 HOURS**

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**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised to write on the text editor provided, or to write on a foolscap, scan and upload alongside the question**
- 3. Candidates must ensure they submit their work by clicking "finish and submit attempt" button at the end**

**QUESTION ONE (COMPULSORY)**

- a) Explain the meaning of marketing and outline the major components of marketing **(8 marks)**
- b) Identify and describe four types of market Segmentation **(12 marks)**
- c) Mention and explain five steps in marketing research process **(10 marks)**
- d) Discuss five circumstances under which personal selling is appropriate. **(10 marks)**

**QUESTION TWO**

- a) Covid-19 pandemic has drastically changed the way businesses operate globally, giving rise to “the new normal” where most business activities are performed online. Explain four advantages of online marketing **(12 marks)**
- b) By use of appropriate examples explain the Marketing Mix **(8 marks)**

**QUESTION THREE**

- a) One of the important elements of marketing mix is Product, in fact, a firm is known by the product it is offering and the other elements of marketing mix are based on it. Discuss the elements of Product, with special reference to product classification in Marketing. **(12 marks)**
- b) By use of a diagram, identify and explain clearly the 3 product levels. Compare these with Kotler’s 5 product levels. **(8 marks)**

**QUESTION FOUR**

- a) While consumers may often appear to be quite irrational to the casual observer, most behavioural scientists agree that consumers are rational problemsolvers who seek to relieve tension caused by their unsatisfied needs. Discuss how the COVID-19 pandemic has impacted consumer behaviour in the hospitality industry in Kenya. **(14 marks)**
- b) Identify and explain three functions of Advertising **(6 marks)**

**QUESTION FIVE**

- a) Identify and explain the factors that influence the distribution decision. **(8 marks)**

- b) Explain the pricing strategy you would use for a product with available substitutes **(6 marks)**
- c) Consumer products can be classified into various categories. Identify and explain six distinct categories of consumer products in the Kenyan market. **(6 marks)**

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