

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS**

**ADMINISTRATION**

**YEAR ONE, FIRST SEMESTER 2020/2021 ACADEMIC YEAR**

**MAIN CAMPUS**

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**COURSE CODE: BBM 2113**

**COURSE TITLE: Principles of Marketing**

**DATE:**

**EXAM SESSION:**

**TIME: 1 ½ HOURS**

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**Instructions**

- 1. Answer Question One (compulsory) and any other 2 questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination**

## **QUESTION ONE**

- i) Define marketing (2 marks)
- ii) Explain any six characteristics that make service marketing to be so unique than products (12 marks)
- iii) Differentiate between the following marketing philosophies;
  - a) Product and production concept (2 marks)
  - b) Selling and marketing concept (2 marks)
  - c) Holistic and societal marketing concept (2 marks)
- iv) Explain five factors that affect consumers purchasing decisions (10 marks)

## **QUESTION TWO**

- i) State six roles of market research in a business (6 marks)
- ii) Explain the seven stages of conducting a market research (14 marks)

## **QUESTION THREE**

Using the PESTEL model discuss the external factors that affect business operations (20 marks)

## **QUESTION FOUR**

- i) Define market segmentation (2marks)
- ii) State five reasons for market segmentation in a business (5 marks)
- iii) Explain four bases of segmentation in a business (8 marks)
- iv) Enumerate key requirements for a good market segments (5 marks)

## **QUESTION FIVE**

- i) Explain the 4Ps of marketing (8 marks)
- ii) State any seven market positioning strategies adopted by various businesses in the market (7 marks)
- iii) State any five components of marketing Information System(5 marks)