



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
BUSINESS ADMINISTRATION
1ST YEAR 1ST SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: ABA 104

COURSE TITLE: ELEMENTS OF MARKETING

EXAM VENUE:

STREAM : (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

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 room.**

Question One

- a)) Identify the four elements of the marketing mix and describe their importance in developing a marketing strategy **(15 marks)**
- b) Explain the four concepts of marketing **(10 marks)**
- c). Briefly explain how environment can affect the promotion of a product **(5 marks)**

Question Two

- a) Describe the importance of branding, packaging and labeling of a product. **(10 marks)**
- b) Explain what you understand by segment targeting positioning **(10 marks)**

Question Three

- a) Explain the difference between product line and product mix **(10 marks)**
- b) Describe the five Ms in marketing management **(10 marks)**

Question Four

- a) Explain the five most important physical distribution methods **(10 marks)**
- b) Explain any three ways in which you can outdo your competitor in business **(10 marks)**

Question Five

- a) Describe six steps of a business research **(10 marks)**
- b) Explain two ways in which you can satisfy customers. **(10 marks)**