



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF LOGISTICS
AND SUPPLY CHAIN MANAGEMENT**

1ST YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR

MAIN /NAIROBI CAMPUS

COURSE CODE: BAB 1107

COURSE TITLE: ELEMENTS OF MARKETING

EXAM VENUE:

STREAM: (BLSM)

DATE: 22/12/2022

EXAM SESSION: 15.00-17.00PM

TIME: 2 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 room.**

QUESTION ONE

- a) Identify the different meanings that the term 'market' is used differently in different context. (6 marks)
- b) From the economist point of view, marketing functions are those which are capable of creating time, place, possession and form utilities. Highlight these functions. (6 marks)
- c) Markets have been classified in different ways. Explain how markets can be classified on the basis of competition. (6 marks)
- d) All social sciences have contributed separate theories and tried to find out the motivational processes that influence buying behaviour. Enumerate the theories of convenience that explain this phenomenon. (6 marks)
- e) The marketing mix denotes a combination of various elements which in their totality constitute a firm's 'marketing system'. Highlight these elements often described as the Seven P's. (6 marks)

QUESTION TWO

- a) It is now recognized that even a well-conceived marketing plan may fail if adversely influenced by uncontrollable factors. Using practical examples, explain the uncontrollable factors in the marketing environment that may hamper the achievement of a well-conceived marketing plan. (10 marks)
- b) Consumers are goal-seekers who gratify their needs by purchase and consumption. Thus it is in order to say that needs are the motivational elements behind purchase. Illustrate how Maslow's hierarchy of needs can be used as a basis for interpreting buyer behaviour on the basis of needs. (10 marks)

QUESTION THREE

- a) Brand is only a name and the acceptance of a product finally rests on the real worth of the product and not the brand name. For example, if one is elected to an office, it is not merely because of the name but because of the substance behind the name. Justify this statement using criticisms levelled against branding. (10 marks)
- b) Marketing a service is more complicated as compared to marketing goods. Discuss the features that services have making them more complicated to market. (10 marks)

QUESTION FOUR

- a) As a promoter, you have been applauded by the Marketing Society of Kenya for developing good advertising copies for your clients. Using an advertisement of your own choice, demonstrate the values that your advertisement had thus making it acceptable to the consumers and capable of attracting them. (10 marks)
- b) The cost and efficiency of distribution depends largely upon the nature and type of middlemen. Support this statement by discussing the middlemen considerations when choosing a channel of distribution. (10 marks)

QUESTION FIVE

- a) You have been appointed as a marketing manager of a leading petroleum company globally with subsidiaries in Kenya. Penetrating the Kenyan market has been a challenge and this calls for your organization to revise your prices. Develop a checklist of the factors that are likely to affect your pricing decisions. (10 marks)
- b) The development of various kinds of transportation has been responsible for the development and growth of marketing globally. Explain the role of transportation in marketing. (10 marks)