



**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 2023/2024 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BAB 1107**

**COURSE TITLE: ELEMENTS OF MARKETING**

**EXAM VENUE:**

**STREAM: (BLSM)**

**DATE:**

**EXAM SESSION: SEPT-DEC**

**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) Highlight the objectives of marketing. (6 marks)
- b) Enumerate the utilities created by marketing functions. (6 marks)
- c) List the classification of markets on the basis of place. (6 marks)
- d) Identify the features of the marketing concept. (6 marks)
- e) Highlight the elements of social marketing. (6 marks)

### **QUESTION TWO**

- a) A well-conceived marketing plan may fail if adversely influenced by the uncontrollable factors. Discuss the uncontrollable factors. (10 marks)
- b) The Maslow's hierarchy of needs is based for interpreting buyer behaviour on the basis of needs. Expound on this statement. (10 marks)

### **QUESTION THREE**

- a) Market segmentation is the process of taking the total heterogeneous market for a product and dividing it into several submarkets, each of which tends to be homogeneous in all significant. Discuss the criteria for successful market segmentation. (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) Discuss the service mix that a business must determine in order to satisfy the needs of its customers. (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) Explain how the marketing mix can be applied in the four stages of the Product Life Cycle. (10 marks)