

JARAMOGI OGINGA ODINGA
TECHNOLOGY



UNIVERSITY OF SCIENCE AND

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION

WITH IT YEAR ONE SEMESTER ONE

KENDU-BAY LEARNING CENTER

COURSE CODE: ABA 104

COURSE TITLE: ELEMENTS OF MARKETING

EXAM VENUE:

STREAM: (ABA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

1. Questions ONE is compulsory and must be attempted.
2. Answer any other THREE from the four questions.
3. Candidates are advised not to write on the question paper.
4. Candidates must hand in their answer booklets to the invigilator while in the examination room

QUESTION ONE

- i. In modern marketing, business ventures have the ability to examine and make changes based on internal and external environmental factors in order to successfully meet the business gains. List and describe both Internal and External environmental factors to be considered for success in such ventures.

5mks

- ii. Evolution of marketing has promoted the concept of marketing taking the modern shape after going through various stages since 19th century. Briefly describe short summary of the various stages of marketing evolution. 9mks
- iii. Define Marketing, stating fundamental roles of marketing in an organization 4mks
- iv. State and explain Principles of Marketing Strategy in the digital age 7mks

QUESTION TWO

- i. According to Jobber (2007) marketing information system (MIS) is a "*system in which marketing data is formally gathered, stored, analyzed and distributed to managers in accordance with their informational needs on a regular basis.*" describe four components of MIS. 5mks
- ii. Describe five benefits of Marketing Information Systems (MIS) to organizations 5mks
- iii. Under the marketing management philosophy, explain five concepts of marketing management philosophy 5mks

QUESTION THREE

- i. Under the test of consumer research; consumer wants and needs is the drive behind marketing decisions, identify how customers fulfill their wants and needs from a marketing perspective; 5mks

- ii. A good marketing strategy is a model allowing organization to focus on limited resources on the best opportunities on organization's objectives. With the help of a well labeled marketing pyramid, draw and describe the four marketing strategy phases for a marketing objective; 4mks
- iii. An organization's success is influenced by factors operating in its internal and external environment; list and explain factors of analysis in marketing environment 6mks

QUESTION FOUR

- i. Define market segmentation, and list basic factors that affect market segmentation 5mks
- ii. List and describe five steps of identifying your target market 5mks
- iii. Briefly highlight the evolution of marketing mix from 4 P's to 7 P's 5mks

QUESTION FIVE

- i. Using James Culliton 1940's theory; a marketing manager is someone who is a "mixer of ingredient" briefly describe the history of 'marketing Mix' 15mks