



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS
ADMINISTRATION
1st YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: BBM 2113

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE:

STREAM: (DBM)

DATE:

EXAM SESSION: APRIL

TIME: 1.5 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) i.) Define marketing. (2 marks)
ii.) Differentiate between market research and marketing intelligence (2 marks)
iii.) Differentiate between controllable and non controllable marketing environment factors. (3 marks)
- b. i.) Discuss the need for communication (3 marks)
ii.) List any three methods of market segmentation. (3 marks)
- c. i.) With examples explain what secondary source of data entails. (3 marks)
ii.) Give six characteristics of a good marketing intelligence system (3 marks)
- d. i.) State three ways of classifying goods and services. (3 marks)
ii.) List the rationale for use of middlemen (3 marks)
iii.) List any five advantages of marketing research to a business (5 marks)

QUESTION TWO

- a.) Marketing is not the same as selling. Discuss. (10 marks)
b.) Discuss some of the benefits a company can expect by segmenting its market (10 marks)

QUESTION THREE

As a producer or marketer, discuss how you will go about choosing a channel or channels to be used in distributing your products (20 marks)

QUESTION FOUR

- a.) Briefly discuss the major stages involved in the new product development process (10 marks)
b.) List and explain the factors that influence buying behaviour. (10marks)

QUESTION FIVE

- a.) There are four approaches to market targeting. Discuss. (10 marks)
b.) Explain the four unique characteristics of services (10 marks)