



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
2ND YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
MAIN CAMPUS

COURSE TITLE: MARKETING MANAGEMENT

COURSE CODE: BBM 2211

VENUE:

DATE:

TIME:

Instructions

1. Answer question 1 (compulsory) and ANY other 2 questions.
2. Show **ALL** your workings.
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.
5. Marks allocated to each question are shown at the end of each question.

- 1 a) What is marketing management? (5 mks)
- b) Discuss the history of marketing management. (5mks)
- c) Discuss the five concepts of marketing (10mks)
- d) Discuss the micro and macro marketing environment (10mks)
2. a) The functions of marketing are core pillars of various businesses. Discuss the various functions of marketing. (10 mks)
- b) Discuss the nature of organizational buying behavior (10mks)
- 3.a) What is meant by marketing mix? (5 mks)
- b) Discuss the marketing mix 4P's. (8mks)
- c) Discuss the environmental and ethical dimensions in marketing (7mks)
4. a) Discuss the various factors affecting consumer behavior in marketing. (10 mks)
- b) Discuss the bases of product positioning as used in marketing (10mks)
- 5.a) Define the term 'pricing policy.' (5 mks)
- b) Explain the factors affecting pricing policies of various firms. (10 mks)
- c) Elucidate the objectives of pricing policies (5mks)