



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS

E-LEARNING

COURSE CODE : ABA104 ELEMENTS OF MARKETING

INSTRUCTIONS:

Answer question **ONE** and any other **TWO** questions

QUESTION ONE

- a) The product life cycle (PLC) is used to map the lifespan of a product. There are generally four stages in the life of a product. Using a suitable diagram, discuss these stages. (10 mks)
- b) Discuss five functions/purposes of advertising. (10 mks)
- c) Identify and discuss five types of advertising. (10 mks)

QUESTION TWO

- a) To be effective in using personal selling, the sales person must be capable of creating a sequence of reactions in the prospective customer. Discuss five of these reaction sequences. (10 mks)
- b) Discuss five circumstances under which personal selling are appropriate. (10 mks)

QUESTION THREE

- a) There are six steps in marketing research process. Sequentially, discuss five of these steps. (10 mks)
- b) Explain five ways in which marketing research facilitates the formation of marketing strategy. (10 mks)

QUESTION FOUR

- a) Explain five reasons for the use of marketing intermediaries in a distribution channel. (10 mks)
- b) Explain five advantages of using freight forwarders in transportation network. (10 mks)

QUESTION FIVE

- a) Discuss the following types of market segmentation.
 - i) Geographic segmentation
 - ii) Demographic segmentation
 - iii) Psychographic segmentation
 - iv) Behavioral segmentation (12 mks)
- b) Explain four advantages of marketing through the internet. (8 mks)