



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS
ADMINISTRATION
2NDYEA 1ST SEMESTER 2016/2017 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: BBM 2211

COURSE TITLE: MARKETING MANAGEMENT

EXAM VENUE: LR 18

STREAM: (DBM)

DATE: 13/12/16

EXAM SESSION: 9.00 – 10.30 AM

TIME: 1 ½ 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 business management. (2 marks)
ii.) Give a distinction between marketing and selling. (3 marks)
- (b) i.) List the classification of market functions. (3 marks)
ii.) Differentiate between market research and marketing research (2 marks)
iii.) Differentiate between controllable and non controllable marketing environment factors. (3 marks)
- c.) i.) State the criteria for success market segmentation. (3 marks)
ii.) Briefly discuss on the three basis of market segmentation. (3 marks)
- d.) i.) Define the term marketing mix. (2 marks)
ii.) Briefly, discuss the usefulness of marketing mix. (3 marks)
- e.) i.) List and explain the three policies recognized for pricing. (3 marks)
ii.) Discuss the need for communication. (3 marks)

QUESTION TWO

- a.) Explain on any five factors that a firm has to consider before setting its pricing policy. (10 marks)
- b.) List and discuss on the uncontrollable marketing environment factors. (10 marks)

QUESTION THREE

- a.) There are various principal steps that are to be taken in the marketing research process. Explain the steps. (10 marks)
- b.) List and explain any five factors that influence buying behaviour. (10 marks)

QUESTION FOUR

- a.) Describe any five methods of market segmentation. (10 marks)
- b.) There are five competing concepts under which organizations can choose to conduct their marketing activities. Discuss. (10 marks)

QUESTION FIVE

A channel of distribution is a path along which goods move from producers to ultimate consumers or industrial users. Discuss on the factors that affect the choice of channels of distribution.

(20 marks)