



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATION 2016/2017

**1ST YEAR 2ND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION**

NAMBALE LEARNING CENTRE

COURSE CODE: BBM 2113

COURSE TITLE: PRINCIPLES OF MARKETING

DURATION: 2HOURS

INSTRUCTIONS

- 1. This paper contains 5 questions**
- 2. Answer question 1 (compulsory) and any other 2 questions**
- 3. Write all the answers in the booklet provided**

QUESTION ONE

- a) You have been appointed the marketing manager of a small company. Using examples identify marketing mix elements showing how changes in technology affect the marketing mix elements. (10 marks)
- b) Distinguish between marketing and selling. (5 marks)
- c) Identify and explain the various stages involved in the new product development process for a new service. Use an example to illustrate your answer. (15 marks)

QUESTION TWO

Discuss the key factors that influence the buying habits of various consumers. (20 marks)

QUESTION THREE

- a) Showing that you understand the term Marketing Intelligence identify the techniques you may use to collect information about competitors in your position as a Marketing Intelligence Officer. (10 marks)
- b) “Customers don’t buy products; they seek to acquire benefits”. Explain why you either agree or disagree with this statement, commenting upon its significance to marketing management. (10 marks)

QUESTION FOUR

- a) Explain why marketers are concerned about consumer attitudes and buying behaviour. (10 marks)
- b) Describe the five stages of your own “buyer decision process” for a major purchase such as a mobile phone or a computer. (10 marks)

QUESTION FIVE

- a) Explain the meaning and the relationship that exists between market segmentation, market targeting and product positioning? (10 marks)
- b) Using examples, describe the various bases for segmenting consumer markets. (10 marks)