



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

1ST YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR

MAIN

COURSE CODE: BBM 2113

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE:

STREAM:

DATE:

EXAM SESSION:

TIME: 1 ½ HOURS

INSTRUCTIONS

1. Answer THREE questions , question ONE is compulsory
2. Candidates are advised not to write in the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room

QUESTION ONE

- a) Define the term marketing research (5mks)
- b) Describe four marketing philosophies (10mks)
- c) What are the factors affecting pricing decisions (5mks)
- d) Describe the consumer decision making process (10mks)

QUESTION TWO

- a) Before a marketer make a product. What are the product decisions he should prioritize. (10mks)
- b) What are the uses of market research findings (10mks)

QUESTION THREE

- a) i) What is a product (5mks)
- ii) With an aid of a diagram describe the product life cycle (7mks)
- b) Give any four channels of distributing a given product (8mks)

QUESTION FOUR

- a) Define the term marketing mix (5mks)
- b) What are the components that make up the macro marketing environment (15mks)

QUESTION FIVE

- a) Explain the factors influencing consumer behaviour (10mks)
- b) Describe the marketing communication policy (10mks)