



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

1ST YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR

NAIROBI CITY LEARNING CENTRE

COURSE CODE: BBM 2115

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE: 12TH FL RM 1

STREAM: (DBA)

DATE: 5TH/ 12/ 2018

EXAM SESSION: 2PM- 4PM

TIME: 1.30 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 1

- (a) State and explain the forces that influence the organizational buyer behavior (10 marks)
- (b) Describe promotion mix and its objectives in the market (10 marks)
- (c) Define Product Life Cycle and briefly explain its stages (10 marks)

QUESTION 2

- (a) Discuss the basic pricing concepts and its objectives (10 marks)
- (b) State and explain the various components of marketing environment (10 marks)

QUESTION 3

- (a) Define market segmentation and briefly explain its benefits (10 marks)
- (b) Explain the various needs under Abraham Maslow Hierarchy of needs (10 marks)

QUESTION 4

- (a) What are the major characteristics of product positioning (10 marks)
- (b) Define marketing and briefly explain the various marketing concepts (10 marks)

QUESTION 5

- (a) Discuss the basic pricing concepts and its strategies (10 marks)
- (b) State and explain the process of target marketing (10 marks)