



JAMRAMOGI ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATION FOR CERTIFICATE IN BUSINESS

ADMINISTRATION

1ST YEAR FIRST SEMESTER SEPTEMBER DECEMBER 2022 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BCA 2114

COURSE TITLE: INTRODUCTION TO MARKETING

DATE: 05/12/2022

SESSION: 09.00-10.30AM

TIME: 1 ½ HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSARY) ANY other 2 questions.**
- 2. Candidates are advised not to write on question papers.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE

- a) The product life cycle (PCL) 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. (10mks)
- 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. (10mks)
- b) Explain five ways in which marketing research facilitates the formation of marketing strategy. (10mks)

QUESTION FOUR

- a) Explain five reasons for the use of marketing intermediaries in a distribution channel. (10mks)
- 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. Psychological segmentation
 - IV. Behavioral segmentation (12 mks)
- b) Explain four advantages of marketing through the internet. (8mks)