



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR IN LOGISTICS
AND SUPPLY CHAIN MANAGEMENT**

1ST YEAR 2ND SEMESTER 2017/2018 ACADEMIC YEAR

NAIROBI CITY LEARNING CENTRE

COURSE CODE: BBM 3123

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE:

STREAM: (BLSM)

DATE:

EXAM SESSION:

TIME:

Instructions

- 1. Answer question 1 (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

1. Goals indicate what the business units want to achieve; strategy is a game plan for getting there .Every business must design a strategy for achieving its goals, consisting of marketing strategy and compatible technology strategy. Discuss the Michael porter's generic strategies (12 Marks)

(B) Value chain is a tool for identifying ways to create more customer value. According to this models various activities are performed to deliver value to the final consumer, with the aid of a well label diagram discuss the Michael porter value chain (18 Marks)

QUESTION 2

2. The marketing concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition. Explain the concepts of marketing as stated by Philip Kotler (12 marks)

(B) Differentiate between the term **marketing** and **selling in business** (8 marks)

QUESTION 3

3. With clear examples, describe the **micro** and **macro** marketing environment (10 Marks)

(B) Marketing place isn't what it used to be, it is radically different as a result of major interlinking societal forces that have created new behaviors, new opportunities and new challenges describe these forces (10 Marks)

QUESTION 4

4. Write notes on: (8 Marks)

- I. Relationship marketing
- II. Integrated marketing
- III. Demand patterns
- IV. Marketing information system

(b) Describe the levels of demand strategies of matching demand with capacity (6 Marks)

(C) Describe the three marketing channels used in any business environment (6 Marks)

QUESTION 5

5. Explain the marketing research process as used in the marketing business environment (10 marks)

(b) Discuss factors influencing consumer behavior (10 marks)

QUESTION 6

6. Explain the product development stages clearly outlining important of every stage (10)

(b) Describe the methods used in pricing of goods /services in marketing (10)