JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSTIY EXAMINATION FOR DIPLOMA IN BUSUNESS ADMINISTRATION

1ST YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR

BUSIA LEARNING CENTER

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COURSE CODE: BBM 2113

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE: **STREAM (DBA)**

DATE: 20/12/2015   **EXAM SESSION: 2.00 – 3.30PM**

TIME 1 ½ HOURS

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<u>**Instructions:**</u>

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 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 mks)

b) Distinguish between marketing and selling. (5 mks)

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 mks)

QUESTION TWO

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

QUESTION THREE

a) Showing that you understand the term <u>Marketing Intelligence</u> identify the techniques you may use to collect information about competitors in your position as a Marketing Intelligence Officer. (10 mks)

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 mks)

QUESTION FOUR

a) Explain why marketers are concerned about consumer about consumer attitudes and buying behaviour. (10 mks)

b) Describe the five stages of your own "buyer decision process" for a major purchase such as a mobile phone or a computer. (10 mks)

QUESTION FIVE

a) Explain the meaning and the relationship that exists between market segmentation, market targeting and product positioning? (10 mks)

b) Using examples, describe the various bases for segmenting consumer markets. (10 mks)