



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION**  
**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER 2016/2017 ACADEMIC YEAR**  
**NAIROBI CITY CAMPUS**

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**COURSE CODE: BBM 2113**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**EXAM VENUE: 9<sup>TH</sup> FLOOR ROOM 1**

**DATE:**

**EXAM SESSION: 9 AM TO 11 AM**

**TIME: 2 HOURS**

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**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.**

Q1

- a) What is consumer behavior? (2 marks)
- b) Describe the two types of consumer entities. (4 marks)
- c) With illustrations explain the stages in the buying decision process. (10 marks)
- d) Explain four factors that influence buying behavior. (8 marks)
- e) State five types of public microenvironment that affect marketing. (5 marks)
- f) Define marketing informative systems. (3 marks)

Q2

Explain how a company's microenvironment affect business. (15 marks)

Q3

- a) Define the term market segmentation. (2 marks)
- b) State eight benefits of market segmentation (8marks)
- c) Explain the following factors as bases for segmenting consumer market
  - Demographic and social segmentation
  - Behavioral segmentation
  - Psychographic segmentation (10 marks)

Q4

- a) What do you understand by the term marketing mix? (5 marks)
- b) With examples explain the four main tools used by a firm to meet its objectives. (10 marks)
- c) State five marketing philosophies under which organizations conduct their activities. (5 marks)

Q5

Many consumers purchasing situations involve complex buying decisions. Explain how the five stage buying process model is relevant to the marketer. ( 20 marks)