



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION
YEAR 2 SEMESTER 2 2017/2018 ACADEMIC YEAR
MAIN CAMPUS**

COURSE CODE: BBM 2211

COURSE TITLE: MARKETING MANAGEMENT

DURATION: 2 HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Candidates are advised not to write on the question paper**

QUESTION ONE

(a) Define the following marketing concepts

- (i) Product concept **(2marks)**
- (ii) Selling concept **(2 marks)**
- (iii) Holistic marketing concept **(2 marks)**

(b) Coca Cola Beverage Company wants to carry out its annual marketing activities for its products. Explain five contents that you will advise the company to include in its marketing plan **(10 marks)**

(c) Marketing communication plays a key role in marketing operations. Explain four roles it plays in the organization **(8 marks)**

QUESTION TWO

(a) Define the term Marketing Information system **(2 marks)**

(b) State four components of Marketing Information System **(8 marks)**

(c) Explain the role of Marketing Information System **(10 marks)**

QUESTION THREE

(a) Marketing mix is a set of marketing tools that firms use to pursue its marketing objectives. Using relevant examples, explain the 7Ps of marketing mix **(14 marks)**.

(b) State five ethical dimensions of marketing in a business environment **(6 marks)**

QUESTION FOUR

Using the PESTEL Model discuss the macro environmental factors affecting business operations. **(20 Marks)**

QUESTION FIVE

(a) Explain the main influences on the way consumers perceive products and services **(10 marks)**

(b) State any five components of a product policy **(10 marks)**