



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION WITH IT
1ST YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS**

COURSE CODE: ABA 104

COURSE TITLE: ELEMENTS OF MARKETING EXAM VENUE:

DATE: DECEMBER, 2018 EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS:

- 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) Briefly examine marketing as a process? **(6 marks)**
- b) Explain in details the concept of social marketing **(6 marks)**
- c) What is a marketing plan? **(4 marks)**
- d) Examine the complex purchase behavior? **(4 marks)**
- e) How is the product life cycle useful to a marketer? **(6 marks)**
- f) Identify and explain the promotional objectives **(4 marks)**

Question Two

- a) Give a detailed explanation on how you would use the elements of the marketing external environment to increase sales?
(10 marks)
- b) Explain the effects of the intended plastic bottle ban on the marketing of the products packaged in these bottles?
(10 marks)

Question Three

- a) A product is a bundle of need satisfying benefits however many times marketers sell brands. Explain?
(8 marks)
- b) Kenyan universities have grown in numbers over the last decade. It is time now that the universities specialize in their areas of strength in line with the country's developmental needs. A local public university has approached you to help them chose the segment in which they can have an advantage. Using the criteria for segmentation, advice the university accordingly.
(12 marks)

Question Four

- a) Explain in details the elements of marketing?
(12 marks)

b) What are the factors that influences the distribution decision? Explain.

(8 marks).

Question Five

a) Pricing is the final link between the producers' and the consumers' needs. The right pricing is as important as the right product. Explain the pricing strategy you would use in the competitive fast food business around the university? **(12 marks)**

b) Identify and demonstrate how some of the recent government policies have affected prices in Kenya? **(8 marks)**

Jaramogi Oginga Odinga University of Science and Technology

Department of Management and Economics

COURSE OUTLINE SEPT.-DEC. 2018

ABA 104 Elements of Marketing

Instructor: S.Oyieke

Course Description:

This course is an introductory course in Marketing. It surveys the principles of marketing and their application to the market place. These principles are studied from the point of view of moving the product and its title from the production unit to the consumption unit.

Learning objective:

The course hopes to introduce the learners to the elements of marketing so that they may appreciate the role of marketing as the primary function of business and society.

Expected Learning Outcomes:

At the end of the learning exercise, the learner is expected to:

- 1) Understand the role of marketing in an economy/society.
- 2) Demonstrate a clear understanding of the marketing principles and their application.
- 3) Understand the role of marketing in achieving the organizational goals
- 4) Demonstrate a clear understanding of the competitive environment and the different strategic options.
- 5) Demonstrate a clear understanding of the effects of marketing on the environment.

Course Content

Marketing as the key business function of meeting customer needs and competitive threats. Key marketing policy decisions-products, pricing, promotion and advertising, and the distribution of goods and services in domestic and international markets. Marketing research and information - its acquisition and analysis as the basis for marketing strategies and decision - managing the marketing function -planning, organising and control.

TOPIC WEEKS	TOTAL CREDIT HOURS	
General Introduction	3	One
Marketing Environment	3	Two

Marketing Research	3	Three
Marketing planning	3	Four
Marketing Strategies	3	Five
Consumer Behavior	3	Six
Principle of Product	3	Seven
Product/Brand development	3	Eight
Principle of Distribution	3	Nine
Principle of promotion and Advertising	3	Ten
CAT	2	Eleven
Principle of pricing	3	Twelve
Pricing strategies and policies	3	Thirteen
Total	38	

Teaching Methodology:

Lectures, Class discussions, and case analysis.

Assessment

Continuous Assessment	30%
Semester Examinations	70%

Require Readings:

Kotler, P. and G. Amstrong (2013). Principles of Marketing (12th edition.) Cengage UK.

Other Readings:

- 1) McCarthy, E.J. and D.Perreault jr. (latest edition). Basic Marketing. Irwin Boston USA
- 2) Lamb, C.W., J.F. Hair and C. McDonald, (2008). Essentials of Marketing. Irwin Boston USA.
- 3) D. L., Kurtz (2006). Principles of Marketing. McGraw-Hill UK.
- 4) D.L. Kurtz (2009). Contemporary Marketing. McGraw-Hill UK.

Signed:

Instructor

Dean SBE

