



**JARAMOGI OGINGA ODINGA UNIVERSITY OF AGRICULTURE AND
TECHNOLOGY**

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION**

1ST YEAR SEMESTER ONE 2018/2019 ACADEMIC YEAR

KIUMU CAMPUS

COURSE CODE: ABA 104

COURSE TITLE: ELEMENTS OF MARKETING

VENUE: --

DATE:

EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS

- 1. This paper consists of Five (5) questions.**
- 2. Answer question 1 (COMPULSORY) and any other Two questions.**
- 3. Write all answers in the answer booklet provided.**

QUESTION ONE

- a) Marketing people are involved in marketing ten types of entities. Discuss five of these entities. (10 marks)
- b) The company and all other actors operate in a larger macro-environment of forces that shapes opportunities and pose threats to the company. Discuss five of these forces. (10 marks)
- c) The product life cycle (PLC) is used to map the life span of a product. There are generally four stages in the life of a product. Use a suitable diagram to discuss this. (10 marks)

QUESTION TWO

- a) Discuss five functions of advertising. (10 mks)
- b) Discuss five circumstances under which personal selling are appropriate. (10mks)

QUESTION THREE

- a) Discuss five categories in which industrial products are classified into. (10mks)
- b) Explain five benefits of branding products. (10mks)

QUESTION FOUR

- a) Before a new product is introduced, it usually goes through eight major steps/phases in its development. Discuss the first five of these steps/phases. . (10 mks)
- b) A firm has to consider many factors before setting its pricing policy. Identify and explain five of these factors. (10 mks)

QUESTION FIVE

- a) Explain six steps in marketing research process. (12mks)
- b) Discuss four ways in which marketing research facilitates the formation of marketing strategy. (8mks)