

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

**SCHOOL OF BUSINESS AND ECONOMIC STUDIES- BLC**

**ABA 104 ELEMENTS OF MARKETING**

**Year 1 Semester 1**

**END OF SEMESTER EXAMS AUGUST 2014**

**ANSWER QUESTION ONE (compulsory) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

a) Define the following key terms:

i) 'Marketing' ( 2 marks)

ii) 'Service marketing' (2 marks)

b) Differentiate between the following:

i) Needs and wants (2 marks)

ii) Market research and marketing research (4 marks)

c) Marketing concepts are key in driving marketing processes in any business firm. Describe the key marketing concepts (10 marks)

d) Various factors influence the marketing operations of an organization. The factors have been categorized into macro and micro environmental factors. List and describe the Micro environmental factors that affect the marketing environment (10 marks)

**QUESTION TWO**

The product life cycle concept enables the marketer to recognize various distinct stages in the life history of the product. However the concept has been criticized as being more of a theory than practical.

a) Describe the characteristics of the product life cycle stages (4 marks)

- b) Mention the appropriate marketing strategies for each stage. (4 marks)
- c) List the marketing mix elements (4 marks)
- d) Describe the characteristics of 'service marketing' (8 marks)

### QUESTION THREE

- a) Define 'price' and mention at least **two** forms of price. (4 marks)
- b) What are the factors that an organization should consider when setting a pricing policy? (5 marks)
- c) Giving specific examples discuss the pricing strategies commonly used by marketers ( 6 marks)
- d) As a Marketer, explain the importance of having a pricing policy (5 marks)

### QUESTION FOUR

Marketing today is giving priority focus to consumers as the determinants of products and services.

- a) Give four reasons for studying consumer behavior? (4 marks)
- b) Explain how culture and social factors influence consumer buying behavior (6marks)
- c) Describe the 5 following major buying roles in consumer behavior (10 marks)

### QUESTION FIVE

As a marketing manager you have a responsibility of ensuring the physical distribution policy is implemented.

- a) What factors will you consider in selecting channel members? (10 marks)
- b) What are the functions of channel members? S (10 marks)

