



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS
ADMINISTRATION
FIRST YEAR FIRST SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BBM 2113

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE:

DATE: 23/4/19

EXAM SESSION: 9.00 – 10.30 AM

DURATION: 1 ½ 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) Explain any five characteristics of services that make them unique in their marketing (10 marks)
- b) Using relevant examples, discuss the six marketing philosophies that businesses adopt in their operation (12 marks)
- c) Explain four elements of marketing mix used in marketing of products and services by businesses. (8 Marks)

QUESTION TWO

Businesses are normally surrounded by both the internal and external factors that affect their marketing activities. Discuss any five of these factors in each case. (20 marks)

QUESTION THREE

- a) Explain any five factors that affect consumer behaviour in purchasing products and services (10 marks)
- b) Investing in customer relations is one of the factors that boost the growth of many businesses, Explain why organizations need to understand consumer behaviour so as to retain their customers. (10 marks)

QUESTION FOUR

- a) Define the term market segmentation (2 marks)
- b) Identify any four bases of market segmentation (8 marks)
- c) Explain reasons why many businesses segment their target markets. (10 marks)

QUESTION FIVE

- a) Define the term market research (3 marks)
- b) Briefly explain the role of market research in marketing of products and services (10 marks)
- c) Highlight the seven stages of market research that may be relevant to a business. (7 marks)