

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

**DEPARTMENT OF MANAGEMENT AND ECONOMICS.**

**SCHOOL OF BUSINESS AND ECONOMICS**

**MAY-AUGUST 2014: SEMESTER EXAMINATIONS**

**CENTRE: Main Campus**

**BBM 3123: Principles of Marketing**

**BACHELOR OF LOGISTICS AND SUPPLY CHAIN**

**MANAGEMENT.**

**EXAMINER: S.OYIEKE**

**Duration: 2 hours.**

### **INSTRUCTIONS TO CANDIDATES**

**Attempt three questions from this paper. Question ONE is compulsory. Attempt any other two questions.**

#### **Question One**

- a) What is marketing? **(2marks)**
- b) Why is the study of marketing important for a student of Logistics and Supply Chain Management? **(4 marks)**
- c) Explain in details “Social Responsibility of a marketer”**(6 marks)**
- d) What is a Marketing Strategy?**(6 marks)**
- e) How is the concept of perception used in advertising?  
**(8 marks)**
- f) In what ways is charm pricing different from psychological pricing strategy?  
**(4 marks)**

**ATTEMPT ANY TWO QUESTIONS FROM THE FOLLOWING FOUR). ALL QUESTIONS CARRY EQUAL MARKS.**

#### **Question Two**

- a) Explain clearly the different components of the marketing environment  
**(8 marks)**
- b) Discuss the ethical issues in marketing. **(12 marks)**

**Question Three**

a) Discuss the product development process.

**(10 marks)**

b) How does the marketing strategy change during the product life cycle?

**(10 marks)**

**Question Four**

a) What is the role of channels of distribution in the marketing process?

**(10 marks).**

b) Discuss the constraints in the choice of the channels of distribution.

**(10 marks)**

**Question Five**

a) Distinguish between a pricing policy and pricing strategy.

**(8 marks).**

b) Design a pricing strategy for module II (self sponsored) degree programs of a public university in Kenya.

**(12 marks)**

**JaramogiOgingaOdinga University of Science and Technology (Main)**

**Department of Management and Economics**

**Course Outline May-August 2014.**

**BBM :3123Principles 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.

**Topics covered:**

TOPIC	TOTAL CREDIT HOURS
WEEKS	
General Introduction	3
One	
Marketing Environment	3
Two	
Marketing Research	3
Three	
Marketing planning	3
Four	
Marketing Strategies	3
Five	
Consumer Behavior	3
Six	
Product	3
Seven	
Product/Brand development	3
Eight	

Distribution/place	3
Nine	
Promotion and Advertising	3
Ten	
<b>CAT</b>	<b>2</b>
<b>Eleven</b>	
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 (12<sup>th</sup> edition.) Cengage UK.

**Other Readings:**

- 1) McCarthy, E,J. and D.Perreaultjr. (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**