



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**DIPLOMA IN BUSINESS ADMINISTRATION**  
**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2019/2020 ACADEMIC YEAR**  
**MAIN**

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**COURSE CODE: BBM 2211**

**COURSE TITLE: MARKETING MANAGEMENT**

**EXAM VENUE:**

**STREAM: (Dip. B.A.)**

**DATE:**

**EXAM SESSION:**

**TIME: 2.00 HOURS**

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**Instructions:**

- 1. Answer question 1 (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 (COMPULSORY) (30 marks)**

- a) Explain what you understand by the following terms:
1. Corporate mission (2 Marks)
  2. SWOT Analysis (4 Marks)
  3. Product Mix (4 Marks)
- b) Explain FIVE factors that can influence the way consumers perceive products and services (10 Marks)
- c) Discuss FIVE importance of pricing. (10 Marks)

## **QUESTION TWO (20 marks)**

- a) Discuss the Disadvantages of Sales Promotion. (10 marks)
- b) Differentiate between Advertising and Marketing (10 Marks)

## **QUESTION THREE (20 marks)**

- a) Explain in details the features of Marketing. (10 Marks)
- b) Explain the importance of effective market segmentation to the success of marketing campaigns in highly competitive markets. (10 marks)

## **QUESTION FOUR (20 marks)**

- a) Satisfaction of consumer needs and wants is the focal point of the marketing philosophy and the consumer is considered to be King. Highlight the importance of marketing philosophy to modern business organization (10 marks)
- b) Identify FIVE objectives of Advertising. (10 marks)

## **QUESTION FIVE (20 marks)**

- a) Describe factors that can influence the way consumers perceive products and services (10 marks)
- b) What is a marketing Plan and the importance of marketing planning to marketing management? (10 marks)