



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE CERTIFICATE OF BUSINESS
ADMINISTRATION WITH IT
1ST YEAR 1ST SEMESTER 2024/2025 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BCA 2114

COURSE TITLE: INTRODUCTION TO MARKETING

EXAM VENUE:

DATE:

DURATION.

INSTRUCTIONS

- 1. Answer QUESTION ONE(Compulsory) and any other TWO 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

- a). Discuss five advantages of marketing through the internet.(10 marks)
- b). Highlight the different types of consumer behaviours in marketing. (10 marks)
- c). Define the following terms as used in marketing:
 - i. Marketing (2 marks)
 - ii. Market Segmentation (2 marks)
 - iii. Consumer behaviour (2 marks)
 - iv. Product life cycle (2 marks)
 - v. Personal selling (2 marks)

QUESTION TWO

- a). Describe the 4Ps of marketing (Marketing Mix). (10 marks)
- b). Clearly describe the product life cycle. (10 marks)

QUESTION THREE

- a). Outline five basis/types of market segmentation. (10 marks)
- b). Highlight five circumstances when personal selling is appropriate (10 marks)

QUESTION FOUR

- a) Elaborate five factors that affect the price of a product (10 marks)
- b) Highlight Five factors that influence consumer behaviour (10 marks)

QUESTION FIVE

- a). Identify and discuss five types of advertising. (10 marks)
- b). Give five importance of marketing (10 marks)