



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR BACCHELOR OF BUSINESS**  
**ADMINISTRATION**  
**2<sup>nd</sup> YEAR 1<sup>st</sup> SEMESTER 2018/2019 ACADEMIC YEAR**  
**KISII CAMPUS-PART TIME**

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**COURSE CODE: BBM 2211**

**COURSE TITLE: MARKETING MANAGEMENT**

**EXAM VENUE: LR**

**STREAM: (DBA)**

**DATE:**

**EXAM SESSION: December**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (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 (COMPULSARY)**

- a) Define the following terms
  - i. Market (1mk)
  - ii. Marketing(1mk)
  
- b).from the marketing point view, discuss the elements of marketing mix and how they influence marketing activities in the market world. (10mks)
  
- c) Discuss the functions of the marketing manager. (10mks)
  
- d) Discuss the importance of marketing in an organization (8mks)

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

- a) Explain the following terms.
  - i. Marketing information systems (1mk)
  - ii. Product(1mk)
  - iii. Selling (1mk)
  
- b) Explain the elements of a good marketing information system (7mks)
  
- c) What are the objectives of marketing research (10mks)

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

- a) Explain the steps to be followed in the introduction and development of new products (10mks)
  
- b) Explain the steps to be followed in personal selling (10mks)

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

An organization doest operate in a vacuum but in an environment. Explain this statement in relation to the uncontrollable variables. (20mks)

**QUESTION FIVE( 20 marks)**

- a) state and explain the factors to be considered when developing a market plan (10mks)
- b) discuss the main factors that influence the buying behaviour when purchasing a product (10mks)