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UNIVERSITY OF SCIENCE AND

TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATIONS FOR DIPLOMA COURSE IN BUSINESS
ADMINISTRATION

2nd YEAR, 1st SEMESTER EXAMINATION FOR 2017 ACADEMIC YEAR

KENDU-BAY LEARNING CENTER

COURSE CODE: BBM 2211

COURSE TITLE: MARKETING MANAGEMENT

EXAM VENUE: KLC

STREAM: (ABA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

1. Questions ONE is compulsory and must be attempted.
2. Answer any other THREE from the four questions.
3. Candidates are advised not to write on the question paper.
4. Candidates must hand in their answer booklets to the invigilator while in the examination room

Q1: a) Briefly discuss the origin of marketing concept **(8marks)**

Marketing concepts evolved as three major philosophies of marketing. These three philosophies are *product philosophy*, *selling philosophy* and *marketing philosophy*

b) Critically discuss these philosophies by clearly bringing out the major prepositions.

(12 marks)

c) Discuss the *societal* and *production concepts* of marketing management philosophy

(10 marks)

Q2: Marketing Mix is a tool used by marketers to define a marketing strategy. In light of this statement, discuss the principles of “**4Ps**” of marketing Mix **(20 marks)**

Q3: Evaluate the five competitive forces model of porter **(20marks)**

Q4a) Discuss the factors affecting the customer buying behavior **(10 marks)**

b) Discuss the factors influencing the organizational buying behavior **(10 marks)**

Q5: a) Discuss the four types of marketing control **(8 marks)**

b) Strategic market planning enables organizations to anticipate events rather than merely react to them. Based on this statement, discuss the benefits of strategic market planning **(12 marks)**