



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH IT**  
**1<sup>ST</sup>YEAR 1<sup>ST</sup>SEMESTER, JANUARY-MAY 2019 ACADEMIC YEAR**  
**KISII CAMPUS-PART TIME**

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**COURSE CODE: ABA 104**

**COURSE TITLE: ELEMENTS OF MARKETING**

**EXAM VENUE:**

**STREAM: (BBA )**

**DATE: ---**

**EXAM SESSION: -----**

**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**

(a) Define the following concepts:

- (i) Marketing positioning (2 Marks)
- (ii) Market segmentation (2 Marks)
- (iii) Price discrimination (2 Marks)
- (iv) Marketing strategies (2 Marks)
- (v) Channels of distribution (2 Marks)

(b) Explain the traditional and extended marketing mix elements that are considered when planning a service offer. (20 Marks)

### **QUESTION TWO**

Describe the **challenges** and **significance** of agricultural marketing in a developing economy. (20 Marks)

### **QUESTION THREE**

(a) Describe any **FIVE** pricing techniques used to stimulate consumer purchases. (10 Marks)

(b) Briefly explain any **FIVE** challenges facing firms entering global markets. (10 Marks)

### **QUESTION FOUR**

(a) Explain **FIVE** factors that make a market segment attractive to marketers. (10 Marks)

(b) Describe any **FIVE** factors that firms consider when selecting a suitable channel of distribution. (10 Marks)

### **QUESTION FIVE**

Explain the various tools for promotion that are utilized by marketers to stimulate consumer purchases. (20 Marks)