



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS**  
**ADMINISTRATION**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2024 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BBM 2113**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**EXAM VENUE: MAIN**

**DATE:**

**EXAM SESSION:**

**DURATION: 1 HOUR 30 MINUTES**

**INSTRUCTIONS**

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show all your workings.**
- 3. Do not write anything on the question paper**

**DURATION; 1 HOUR 30 MINUTES.**

### **QUESTION ONE**

- a) Discuss the various marketing philosophies. (20mks)
- b) Discuss the various principles of marketing. (10mks)

### **QUESTION TWO**

Discuss the meaning of pricing decisions clearly showing the factors that affect pricing decisions. (20mks)

### **QUESTION THREE**

- a) Discuss marketing information systems. (10mks)
- b) Discuss the various components of marketing information. (10mks)

### **QUESTION FOUR**

- a) Briefly discuss the concept of product decisions (5mks)
- b) State and explain the various factors product decisions. (15mks)

### **QUESTION FIVE**

Write short notes on each of the following:

- a) Marketing intelligence (5mks)
- b) Consumer behavior (5mks)
- c) Marketing segmentation (5mks)
- d) Market targeting (5mks)