



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BAKING TECHNOLOGY
2nd YEAR 1ST SEMESTER 2024/2025 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BBD 2216

COURSE TITLE: SALES AND MARKETING

EXAM VENUE:

DATE:

DURATION: 2HOURS

SECTION A (40 MARKS)

Answer all questions in this section

1. Highlight Five (5) advantages of marketing through the internet. (5Marks)
2. Outline five basis/types of market segmentation. (5Marks)
3. 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)
4. Highlight Five (5) Benefits of Distribution in Marketing (5Marks)
5. State Five (5) characteristics of a product in the maturity stage (5marks)
6. Elaborate the demographic factors that affect consumer behaviour (5Marks)
7. Give Five (5) medium of personal selling in marketing (5Marks)

SECTION B (60 MARKS)

Answer three questions in this section

8. (a) Describe the 4Ps of marketing (Marketing Mix). (10Marks)
(b) Clearly describe the product life cycle. (10Marks)
9. (a) Highlight the different types of consumer behaviours in marketing. (10Marks)
(b). Highlight Five (5) circumstances when personal selling is appropriate (10Marks)
10. (a) Elaborate Five (5) factors that affect the price of a product (10Marks)
(b) Highlight Five (5) factors that influence consumer behaviour (10Marks)
11. (a) Identify and discuss Five (5) types of advertising. (10Marks)
(b) Give Five (5) importance of marketing (10Marks)