JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS ADMINISTRATION

1ST YEAR 1ST SEMESTER 2024 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BBM 2113

COURSE TITLE: PRINCIPLES OF MARKETING

EXAM VENUE: MAIN

DATE: **EXAM SESSION:**

DURATION: 1HOUR 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)