



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION
2ND YEAR, 1ST SEMESTER 2024/2025 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BBM 2211
COURSE TITLE: MARKETING MANAGEMENT
EXAM VENUE: MAIN CAMPUS
DATE:
DURATION: 2 HOURS

INSTRUCTIONS

1. Answer QUESTION ONE and any other THREE questions.
2. Candidates are advised not to write on the question paper.
3. Marks allocated to each question is shown at the end of the question.

QUESTION ONE

- a) "Marketing begins and ends with the consumer." Explain. (2 marks)
- b) Explain the THREE market functions of macro-marketing. (6 marks)
- c) Explain PESTEL Analysis as used in macro-marketing environment. (6 marks)
- d) What are the importance of marketing to the economic development in Kenya? (6 marks)
- e) Briefly explain the evolution of marketing thought. (5 marks)

QUESTION TWO

- a) What is Product Life Cycle? (1 mark)
- b) Explain the stages of Product Life Cycle. (4 marks)
- c) What are the marketing strategies of each stage of a life cycle? (10 marks)

QUESTION THREE

Explain the internal and external factors affecting price of a product (15 marks)

QUESTION FOUR

- a) Differentiate between Marketing Research and Marketing Information System. (5 marks)
- b) Explain the different sources of secondary data in marketing research. (10 marks)

QUESTION FIVE

Explain Porter's Five Forces Analysis as used in competitive Intensity and attractiveness of a market analysis. (15 marks)