



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS
ADMINISTRATION
1ST YEAR 1ST SEMESTER 2023/2024 ACADEMIC YEAR
MAIN CAMPUS/NAIROBI CAMPUS

COURSE CODE: BAB 1107

COURSE TITLE: ELEMENTS OF MARKETING

EXAM VENUE LR 2

DATE: 02/05/2024

EXAM SESSION: 14.00 – 16.00 PM

TIME: 2 HOURS

INSTRUCTIONS

- i. Answer question ONE (COMPULSORY) and any other two questions**
- ii. Candidates are advised not to write on the question paper**
- iii. Candidates must hand in their answer booklet to the invigilator while in the examination**

1. a) Define the following terms: (5 marks)
- i) Marketing
 - ii) Market
 - iii) Need
 - iv) Want
 - v) Consumer
- b) Discuss elements of marketing (10 marks)
- c) Packaging has emerged as a very important marketing tool that is capable of creating convenience value for the consumer and promotional value of the marketer. Explain. (10 marks)
2. a). “Each and every decision area of marketing needs the support of marketing information” - explain. (10 marks)
- b). Write the characteristics of “Good Marketing Information”. (5 marks)
- c). State the characteristics of Consumers. (5 marks)
3. a). Briefly explain the various concepts of marketing. (10 marks)
- b). Explain the contribution of marketing to the society. (10 marks)
4. a). Explain the concept of “Product Life Cycle” and discuss its limitations. (12 marks)
- b). briefly explain: (8 marks)
- i) Brand
 - ii) Trade Mark
 - iii) Copy right
 - iv) Packaging