

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY (MAIN CAMPUS):**

**FINAL EXAMINATION APRIL 2013: ABA 104: 1<sup>ST</sup> YEAR IST SEMESTER.**

**BACHELOR OF BUSINESS ADMINISTRATION:**

**2HRS**

**Instructions:**

Question number one is compulsory. Answer any two questions from the rest of the questions.

1. a. Contents of a marketing plan. **5marks**  
b. Explain in details the product life cycle **15marks**  
c. Elaborate on the following concepts production concept selling concept and marketing concept. **10 marks**
2. a. Compare and contrast domestic and international marketing **10 marks**  
b. Discuss the underlying forces of international marketing **10 marks**
3. a. Define agricultural products and elaborate on their nature. **10 marks**  
b. Define consumer behavior and explain various factors that influence the consumer buying behavior. **10 marks.**
4. Explain step by step how you would convert the planned innovation into new product development and its successful commercialization at the market place speedily? Make and state your assumptions clearly. **20 marks**
5. a. Define market. List and discuss on the different types of markets?  
b. Explain the process of market segmentation and how segmentation of a market is beneficial to a marketer
6. Write short notes on any of the following two: **20 marks**
  - How is today's market changing.
  - Porters five forces model of competition
  - Compare services and goods
  - marketing management tasks;