



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR TWO
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

**SCHOOL OF BUSINESS AND ECONOMICS
FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

COURSE CODE: BBM 212

COURSE TITLE: PRINCIPLES OF MARKETING

EXAMINATION DURATION: 3 HOURS

DATE: 26/09/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Explain the following marketing terms [5 marks]
- i. Consumer behavior
 - ii. Marketing
 - iii. Relationship marketing
 - iv. Market segmentation
 - v. Innovation
- (b) Outline the Role of marketing in Society [5 marks]
- (c) Explain any five characteristics of a good Market Segment. [5 marks]
- (d) Describe five Macro-environmental factors that influence marketing manager's decisions [10 marks]

QUESTION TWO

- (a) Explain five external factors that influence pricing decisions in a business [5 marks]
- (b) Discuss five Marketing Management Philosophies. [10 marks]

QUESTION THREE

- (a) State benefits of market segmentation [5 marks]
- (b) Discuss the bases for segmentation in the consumer market [10 marks]

QUESTION FOUR

- (a) Outline the advantages of advertising as a promotion mix tool [5 marks]
- (b) Explain major stages in the adoption process [5 marks]
- (c) Elucidate the major challenges faced by marketers [5 marks]

QUESTION FIVE

- (a) Explain the functions of Channel Members [5 marks]
- (b) Discuss the main stages of consumer buying decision making process. [10 Marks]

QUESTION SIX

- (a) Outline Problems encountered in Marketing Research [5 marks]
- (b) Using a diagram, describe the Product Life Cycle and state one strategy that can be applied at each stage [10 marks]

