



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: 29/09/17

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) Differentiate between production concept and product concept of marketing [4 marks]
- (b) Outline factors that a marketing manager should consider when selecting any of the Promotional mix tools. [6 marks]
- (c) Explain five external factors that influence pricing decisions in a business [5 marks]
- (d) Describe five variables in micro environment controlled by the marketing manager [10 marks]

QUESTION TWO

- (a) Explain any five characteristics of a good market Segment [5 marks]
- (b) Discuss the bases for segmentation in the consumer market [10 marks]

QUESTION THREE

- (a) Outline the Role of marketing in Society [5 marks]
- (b) Discuss the five marketing management philosophies. [10 marks]

QUESTION FOUR

- (a) Explain stages in the adoption process [5 marks]
- (b) Discuss the main stages of consumer buying decision making process [10 marks]

QUESTION FIVE

- (a) Write short notes on the following terms;
 - i. Intensive distribution [2 marks]
 - ii. Selective distribution [2 marks]
 - iii. Exclusive distribution [2 marks]
- (b) Explain four characteristics of services [4 marks]
- (c) Outline Problems encountered in Marketing Research [5 marks]

QUESTION SIX

- (a) State the major challenges faced by marketers [5 marks]
- (b) Discuss how cultural and social factors influence consumer behavior [10 marks]

