



## **GARISSA UNIVERSITY**

### **UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR TWO FIRST SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA BUSINESS MANAGEMENT**

**COURSE CODE: BBM 212**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 11/12/17**

**TIME: 09.00-12.00 PM**

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#### **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) To facilitate the objectives of the promotion, effective communication needs to be developed. To develop effective communication several stages are involved. Discuss [10 marks]
- (b) Explain four types of sales force structures [4 marks]
- (c) Define service marketing [1 mark]
- (d) Customers differ according to the timing of their adoption of an innovation. One of the common models used is the diffusion model. Discuss [10 marks]

### QUESTION TWO

- (a) Explain the practice of different marketing philosophies [10 marks]
- (b) Discuss the core marketing concepts [5 marks]

### QUESTION THREE

- (a) Describe the concept of marketing intelligence [3 marks]
- (b) Discuss any three components of the marketing information system (MIS) [6 marks]
- (c) Describe three benefits of marketing research system [6 marks]

### QUESTION FOUR

Write short notes on the following marketing concepts:

- (a) Needs and wants [3 marks]
- (b) Customer value and customer relationship [3 marks]
- (c) Product and market [3 marks]
- (d) Classification of products [6 marks]

### QUESTION FIVE

- (a) Discuss the principal stages involved in a buyer decision process [5 marks]
- (b) Discuss the controllable and the uncontrollable variables of marketing [10 marks]

### QUESTION SIX

- (a) Assume you are the manager of a telecommunications company and the company has not been performing well for the past few years and the board needs you to improve and emerge the best company within the market. Discuss the factors that will help you know the attractiveness and future potential growth [10 marks]
- (b) What is cognitive dissonance [2 marks]
- (c) Discuss three ways of reducing cognitive dissonance [3 marks]

