GARISSA UNIVERSITY

UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR **ONE** **FIRST** SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS MANAGEMENT

COURSE CODE: DBM 20

COURSE TITLE: INTRODUCTION TO MARKETING MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 11/12/17   **TIME: 02.00-05.00 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) Define the following term

    i.   Marketing   **[4 marks]**

    ii.   Marketing mix   **[3 marks]**

    iii.   Global marketing   **[3 marks]**

(b) Describe the following terms as used in marketing:

    i.   Product promotion   **[3 marks]**

    ii.   Product mix   **[3 marks]**

    iii.   Distribution channel   **[3 marks]**

    iv.   Branding   **[3 marks]**

    v.   Marketing public relations   **[3 marks]**

QUESTION TWO

(a) Explain ten Core Marketing Concepts   **[10 marks]**

(b) Explain five functions of personal selling   **[5 marks]**

QUESTION THREE

(a) The conventional 4 P's of marketing have since been expanded to 7 P's explain them   **[7 marks]**

(b) Micro and macro marketing environment are factors that affects the company explain four for each.   **[8 marks]**

QUESTION FOUR

(a) The field of evolution in marketing has developed through 5 stages define them.   **[5 marks]**

(b) Explain the function of public relations department performance in marketing   **[10 marks]**

QUESTION FIVE

(a) Explain seven objectives of advertising in marketing   **[7 marks]**

(b) Differentiate between globalization and internationalization in marketing.   **[8 marks]**

QUESTION SIX

(a) Discuss the reason why firms go international.   **[8 marks]**

(b) Discuss the critical barriers in the process of exporting   **[7 marks]**