



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE**
SECOND 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: 18/04/18

TIME: 2.00-5.00 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

SEM 11, 17/18 main exam (06/04-19/04/18)

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please turn over

Good Luck – Exams Office



QUESTION ONE (COMPULSORY)

- (a) Define the following terms. **[10 marks]**
- i. marketing mix
 - ii. Product
 - iii. Wants
 - iv. Needs
 - v. marketing strategy
- (b) State factors to consider when pricing a product **[5 marks]**
- (c) Explain five objective of marketing in business **[10 marks]**

QUESTION TWO

- (a) State the tools of public relations in marketing **[5 marks]**
- (b) Discuss demographic segmentation **[10 marks]**

QUESTION THREE

- (a) Discuss the disadvantages of globalization in marketing **[10 marks]**
- (b) Name the promotion mix elements that affect marketing **[5 marks]**

QUESTION FOUR

- (a) state and explain five main classifications of goods **[10 marks]**
- (b) List the criteria to consider in determining the viability of a market segment **[5 marks]**

QUESTION FIVE

- (a) List five strategies of entering a global market **[5 marks]**
- (b) State and explain advantages of communication in marketing **[10 marks]**

QUESTION SIX

- (a) State the components of macro environment in marketing **[5 marks]**
- (b) Discuss the stages in development of a new product. **[10 marks]**

