



GARISSA UNIVERSITY

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

SUPPLEMENTARY/SPECIAL 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: 20/03/18

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

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 seven objectives of advertising in marketing [7 marks]
- (b) Differentiate between globalization and internationalization in marketing. [8 marks]

QUESTION THREE

- (a) Discuss the reason why firms go international. [8 marks]
- (b) Discuss the critical barriers in the process of exporting [7 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 ten Core Marketing Concepts [10 marks]
- (b) Explain five functions of personal selling [5 marks]

QUESTION SIX

- (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]

