



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR TWO
SECOND SEMESTER 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: 12/04/18

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

please turn over



QUESTION ONE (COMPULSORY)

- (a) Differentiate between generic marketing strategy and niche marketing strategy [2 marks]
- (b) Describe the following terms as used in marketing:
 - i. Product positioning [3 marks]
 - ii. Segmentation [2 marks]
- (c) Describe the concept of marketing intelligence [3 marks]
- (d) Explain the general model of the buyer decision process [6 marks]
- (e) Discuss the steps involved in personal selling process [9 marks]

QUESTION TWO

- (a) Identify stages involved in developing effective promotion criteria [5 marks]
- (b) Discuss marketing orientation [10 marks]

QUESTION THREE

- (a) Explain the core marketing concepts [5 marks]
- (b) 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 FOUR

- (a) State the four basis of customer market segmentation [6 marks]
- (b) Describe the types of consumer buyer behavior [9 marks]

QUESTION FIVE

- (a) Define marketing [1 mark]
- (b) Explain the types of sales force structure [4 marks]
- (c) Discuss the stages involved in new product development process [10 marks]

QUESTION SIX

- (a) What is cognitive dissonance [2 marks]
- (b) Identify three ways of reducing cognitive dissonance [3 marks]
- (c) 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]

