



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **THREE**
SECOND SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 374

COURSE TITLE: MARKETING FOR SMALL BUSNIESS

EXAMINATION DURATION: 3 HOURS

DATE: 17/04/18

TIME: 09.00-12.00 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) Distinguish between Macro and Micro environment **[5 marks]**
- (b) Discuss key Entrepreneurship development success factors **[10 marks]**
- (c) What are some of the misconception that one needs to be wary of when conducting marketing research **[10 marks]**
- (d) Small businesses usually benefits by putting in place customer loyalty explain five reasons that may account for this trend. **[10 marks]**

QUESTION TWO

- (a) Explain the importance of marketing segmentation **[5 marks]**
- (b) Define marketing plan and highlight reasons why marketing plan is conducted **[10 marks]**

QUESTION THREE

- (a) Define sales promotion and explains its benefits in small business **[5 marks]**
- (b) Describe the new product development lifecycle process **[10 marks]**

QUESTION FOUR

- (a) Explain niche marketing strategy and its application in small business **[5 marks]**
- (b) Describe ways of establishing business ideas in small business **[10 marks]**

QUESTION FIVE

- (a) Discuss the element of marketing concept in small business **[3 marks]**
- (b) Describe the following terms as used in marketing **[12 marks]**
 - i. Segmentation
 - ii. Product positioning
 - iii. Target market
 - iv. Differentiation

QUESTION SIX

- (a) Describe the social economic benefits of small business in Kenya **[5 marks]**
- (b) Explain five stages of consumer buying decision process. **[10 marks]**

