



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 07

COURSE TITLE: ESSENTIALS OF MARKETING

EXAMINATION DURATION: 3 HOURS

DATE: 18/04/18

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) Define the following term

- i. Marketing [4 marks]
- ii. Marketing environment [3 marks]
- iii. Marketing strategy [3 marks]

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

- i. International marketing [3 marks]
- ii. E-Marketing [3 marks]
- iii. Marketing mix [3 marks]
- iv. Product [3 marks]
- v. Niche market strategy [3 marks]

QUESTION TWO

- (a) Explain Core Marketing Concepts that you know [10 marks]
- (b) Explain five marketing management philosophies [5 marks]

QUESTION THREE

- (a) The process of new product development has various steps 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) Explain the factors affecting the consumer behavior in marketing industry [5 marks]
- (b) State and explain the advantages and disadvantages of global marketing [10 marks]

QUESTION FIVE

- (a) Explain the importance of understanding consumer behavior in marketing world [7 marks]
- (b) State the E-marketing challenges to customers that you know [8 marks]

QUESTION SIX

- (a) Discuss product classification in marketing [6 marks]
- (b) Explain the importance of technology in marketing [9 marks]

