



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

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

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 07

COURSE TITLE: ESSENTIALS OF MARKETING

EXAMINATION DURATION: 3 HOURS

DATE: 29/09/17

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) Outline some of the importance of marketing. [10 marks]
- (b) Give five differences between marketing and selling. [10 marks]
- (c) Classify marketing functions. [3 marks]
- (d) Define buying motives. [2 marks]

QUESTION TWO

- (a) Markets have been classified in different ways. Outline any five such classes, giving an example for each. [10 marks]
- (b) Define marketing concept and give its features. [5 marks]

QUESTION THREE

- (a) It is now recognized by all that even a well conceived marketing plan may fail if adversely influenced by uncontrollable factors. Explain. [10 marks]
- (b) Define consumerism. [1 mark]
- (c) Outline some of the rights of the consumer as enshrined in the consumer bill of rights. [4 marks]

QUESTION FOUR

- (a) Maslow's theory can be used to interpret buyer behavior on the basis of needs. Explain. [10 marks]
- (b) Outline five benefits of adopting and use of the marketing concept. [5 marks]

QUESTION FIVE

- (a) Market segmentation is a strategy that aims at reaching the desired target group. What are some of the benefits of market segmentation [10 marks]
- (b) State and briefly explain the steps followed in the process of determining the marketing niches [5 marks]

QUESTION SIX

- (a) When choosing a channel of distribution, middlemen consideration is an important aspect. What are some of the factors to look at before selecting a middleman [10 marks]
- (b) Define the term brand. [1 marks]
- (c) Outline the kinds of brand names a firm can select from [4 marks]

