****

GARISSA UNIVERSITY

SCHOOL OF BUSINESS AND ECONOMICS

DIPLOMA IN BUSINESS MANAGEMENT

UNIT CODE: DBM20

UNIT TITLE: INTRODUCTION TO MARKETING MANAGEMENT

MAY-AUGUST 2021 SEMESTER EXAMINATION

**QUESTION ONE**

1. Define the following as used in marketing
2. Marketing and Market (2marks)
3. Product (2marks)
4. Needs and Wants (2marks)
5. Demand and supply (2marks)
6. Marketing strategy (2marks)
7. Explain factors considered when pricing a product (10 marks)
8. Briefly explain five significant role that marketing plays in an economy (10marks)

QUESTION TWO

1. Discuss the relationship between media marketing communication (10marks)
2. Discuss the disadvantage of globalization in marketing (10marks)

**QUESTION THREE**

1. Explain the objective marketing in business (10marks )
2. In marketing every product has life span called product life cycle (PLC). Explain stages in which a product undergoes during this life span from beginning to end. (10 marks)

**QUESTION FOUR**

1. Explain any five marketing channels (10marks )
2. Explain the role of public relation in marketing (10marks)

**QUESTION FIVE**

1. Discuss the stages in developing of a new product (10marks)
2. Explain the objective and strategy of sales promotion (10marks )