



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/ 2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM &
HOSPITALITY
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT.**

**COURSE CODE: NDTW 134
COURSE TITLE: PRINCIPLES OF MARKETING**

DATE: 7TH DECEMBER, 2022

TIME: 1100:1300

INSTRUCTIONS TO CANDIDATES

Answer all Questions in Section A and any other TWO questions in Section B
This paper consists of FOUR printed pages. Please turn over.

SECTION A

1. Define the following terms as used in the marketing field .(10 marks)
 - I. Product
 - II. Public relations
 - III. Consumer behavior
 - IV. Market segmentation
 - V. E-marketing
2. Name the 7 P's as used in the marketing mix.(5marks)
3. Marketing involves a bunch of items that are split to fit the needs of the target market. Highlight the items that can be marketed.(5 marks)
4. Briefly describe why having marketing a marketing strategy is important.(5 marks)
5. Highlight the advantages of E-marketing over the other methods of product promotion used.(5 marks)

SECTION B

6. A).Briefly explain what is meant by the term “consumer behavior”. (2 marks)
B).Discuss the importance of studying consumer behavior in relation to professional marketing. (12 marks)
7. A buyer's decision to purchase a product is indeed a process. Describe the stages involved in the decision process using a well-illustrated diagram.
8. A). Market segmentation is key towards achieving the marketing goals. Discuss the requirements for an affective market segmentation.(10 marks)
B).Discuss the benefits of market segmentation for effective delivery of the marketing objectives.
9. Discuss the emerging trends in the marketing of tourism products. (20 marks)

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