



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2022/2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT**

COURSE CODE: DBM 07

COURSE TITLE: ESSENTIALS OF MARKETING

DATE:

TIME:

INSTRUCTION

ANSWER QUESTION ONE AND ANY OTHER THREE

QUESTION ONE

a) No business operates in a vacuum, any organization is surrounded by laws and liabilities, pressure groups and public bodies, customers and competitors. Discuss the main environmental factors affecting marketing decisions

(10mks)

b) Marketing mix entails areas of activity with which marketers are most concerned. Explain the four P's of marketing mix.

(5mks)

a) In the modern marketing business world, the objective of marketing is more than making profit. Explain five objectives of marketing stating an example in each

(10mks)

QUESTION TWO

a) Marketing involves certain activities to make the goods start journey from the place of production to the place of consumption. Explain the marketing functions.

(7mks)

b) Marketing is a process in which goods and services are exchanged. Discuss the marketing process

(8mks)

QUESTION THREE

a) To perform the marketing job efficiently, the management has to set goals first. Before determining the price itself, the management must decide the objectives of pricing. Explain five objectives of pricing

(10mks)

b) When a manufacturer wants to introduce a new product to the market, he wants to identify the product with an attractive name that is brand name. Give five reasons for branding

(5mks)

QUESTION FOUR

a) Promotion refers to the activities to push forward or to advance an idea, in such a way as to gain its approval and acceptance. Explain five forms of promotion

(10mks)

b) Sales promotion methods aim to attract the customers and increase the sales volume. Explain five main objectives of sales promotion

(5mks)

QUESTION FIVE

b) Discuss five differences between marketing and selling

(10mks)

c) Modern marketing covers all business activities in order to know all aspects of demand, product planning, distribution and facilitating the entire marketing process. State five features of modern marketing

(5mks)

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