



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATION
2020/2021 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

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

**COURSE CODE: DBM 07
COURSE TITLE: ESSENTIALS OF MARKETING**

DATE: 5TH OCTOBER, 2021

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

QUESTION ONE

- 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)**
- 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)**

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

- 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)**

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