



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

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

COURSE CODE: DBM 20

**COURSE TITLE: INTRODUCTION TO
MARKETING MANAGEMENT**

DATE: 18/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

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

*This paper consists of **TWO** printed pages. Please turn over.*

QUESTION ONE

- a) Define the word marketing **(2 marks)**
- b) Discuss the business philosophies preceding marketing concept. **(10 marks)**
- c) Marketers deal with the marketing mix, which was described by McCarthy as the four P's of marketing. Describe them. **(8 marks)**
- d) Differentiate between a need, want and demand. **(5 marks)**

QUESTION TWO

No business operates in a vacuum; any organization is surrounded by laws and liabilities, pressure groups and public bodies, customers and competitors. Discuss the marketing environment **(15 marks)**

QUESTION THREE

- a) Consumer decision making process involves several stages. Explain them giving an example in each. **(10 marks)**
- b) Give reasons for segmenting markets. **(5 marks)**

QUESTION FOUR

- a) The process of selecting a segment to aim for is called targeting. There are three basic strategic options open to marketers. Discuss the options. **(7 marks)**
- b) Describe the factors consumers use to determine positioning of a product. **(8 marks)**

QUESTION FIVE

- a) Describe the types of research carried out by marketers **(8 marks)**
- b) Marketing is a process in which goods and services are exchanged. Discuss the marketing process **(7 marks)**

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