



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

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

COURSE CODE: DBM 07

COURSE TITLE: ESSENTIALS OF MARKETING

DATE: 26TH APRIL, 2019

TIME: 1430 - 1630HRS

INSTRUCTIONS TO CANDIDATES

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

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

1. (a) With the aid of a diagram, explain the four stages of a product life cycle (8 marks)

(b) Discuss the four bases of market segmentation (8 marks)

(c) List and explain three elements' methods of promotion (9 marks)
2. Name and explain 5 external forces that directly affect marketing plans and operations (15 marks)
3. Marketing mix is a term used in the marketing of goods and services.
(i) What is the meaning of the term marketing mix? (3 marks)
(ii) Discuss the four elements of the marketing mix (12 marks)
4. (i) Define a product (3 marks)

(ii) Explain various ways of classifying consumer products (12 marks)
5. List and explain any five marketing philosophies and show how they are adapted by companies today (15 (marks))

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