



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: CBM 007

COURSE TITLE: ESSENTIALS OF MARKETING

DATE: 21ST AUGUST 2019

TIME: 0830-1030 HOURS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and *any other* **THREE** in section **B**.

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

a) Describe the classifications of market according to:

- i) Basis of Geographical area **(5mks)**
- ii) Basis of time **(5mks)**
- iii) Basis of volume of business **(5mks)**

b) Explain the following terms as used in marketing giving a relevant example on each

- i) Monopoly market **(3mks)**
- ii) Perfect market **(3mks)**
- iii) Imperfect market **(4mks)**

QUESTIONS TWO

a) Philip kotler categorized five major marketing Eras that have evolved throughout time to form the philosophies that a company adopts. Describe the five of them. **15mks)**

QUESTION THREE

- a) State five importance of marketing **(5mks)**
- b) Describe the nature of marketing **(10mks)**

QUESTION FOUR

a) Explain the various environmental factors that affect marketing function **(15mks)**

QUESTION FIVE

a) Explain five factors needed to be considered when choosing a market coverage strategy **(10mks)**

b) Define the following terms as used in marketing management

- i) Marketing segmentation **(2mks)**
- ii) Market targeting **(2mks)**
- iii) Market positioning **(1mk)**

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