



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATION
2020/2021 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DBM 020
COURSE TITLE: INTRODUCTION TO
MARKETING MANAGEMENT

DATE: 4TH OCTOBER, 2021

TIME: 1100 – 1300HRS

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

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

QUESTION TWO

- 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 marketing environment **(15mks)**

QUESTION THREE

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

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 those **(7mks)**
- b) Describe the factors consumers use to determine positioning of a product. **(8mks)**

QUESTION FIVE

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

END//