



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 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: 19<sup>TH</sup> AUGUST 2019**

**TIME: 1430 - 1630 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

- Question **ONE** is compulsory
- Answer any other **THREE** questions

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

### **QUESTION ONE**

- a) Describe the classification of markets on the basis of ;
- i) Nature of product **(5mks)**
  - ii) Consumption **(5mks)**
  - iii) Competition **(5mks)**
- b) There are a number of different philosophies that guide a marketing effort .Philip kotler categorized them as the major marketing Eras .Describe them **(10mks)**

### **QUESTION TWO**

- A) Using relevant examples, differentiate between needs, wants and demands **(5mks)**
- b) Explain the four types of utilities giving an example in each **(10mks)**

### **QUESTION THREE**

- a) Discuss five functions of marketing **(8mks)**
- b) Explain the word market segmentation and argue the basis for segmenting consumer markets **(7mks)**

### **QUESTION FOUR**

- a) Define social marketing and describe the concept of social marketing **(10mks)**
- b) Discuss the criteria for evaluating market segments **(5mks)**

### **QUESTION FIVE**

- a) Discuss five Michael porter's forces for industry analysis **(15mks)**

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