



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 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: 14/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

- a) Explain FIVE reasons why marketing is important (10 marks)
- b) Briefly explain the 4 p's of marketing (4 marks)
- c) Briefly explain the advantages of E- marketing (10 marks)
- d) Explain THREE ways in which marketing can be classified (6 marks)
- e) Define the following terms:
 - i. E-marketing (2marks)
 - ii. Customer service (2 marks)
 - iii. Marketing (2marks)
 - iv. Customer loyalty (2 marks)
 - v. Pricing (2 marks)

QUESTION TWO

Discuss internal factors that influence price decisions (10 marks)

QUESTION THREE

- a) Highlight FIVE objectives of sales promotion (5 marks)
- b) Highlight FIVE types of advertising media (5 marks)

QUESTION FOUR

- a) What is personal selling (2marks)
- b) Highlight the objectives of personal selling (8 marks)

QUESTION FIVE

Explain trends in modern marketing (10 marks)

QUESTION SIX

- a) What is a distribution channel (2 marks)
- b) Discuss four functions of a distribution channel to a business (8 marks)

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