



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

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

COURSE CODE: DBM 20

COURSE TITLE: INTRODUCTION TO MARKETING

DATE: 17/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATE

1. Answer Question **ONE** and any other **THREE** questions
2. Do not write anything on the question paper

This paper consists of two printed papers

QUESTION ONE (Compulsory)

- a) i. Explain the meaning of Marketing Mix. **(2 Marks)**
 - ii. Discuss any FOUR Marketing Mix components. **(8 Marks)**
- b) Discuss the role of government in marketing activities **(5 Marks)**
- c) There are various tools that can be used to scan the market.
 - i. Discuss SWOT Analysis. **(2 Marks)**
 - ii. Discuss how SWOT Analysis is used to scan the market. **(8 Marks)**

QUESTION TWO

- a) Citing relevant examples, discuss the classification of market on the basis of geographical area **(8 Marks)**
- b) Describe the difficulties that a marketer faces when working with International Marketing. **(7 Marks)**

QUESTION THREE

- a) Discuss the role of marketing in an organization **(9 Marks)**
- b) Define the following terms as used in marketing
 - i. Market Segmentation **(2 Marks)**
 - ii. Market Targeting **(2 Marks)**
 - iii. Market Positioning **(2 Marks)**

QUESTION FOUR

- a) A product life cycle is the amount of time a product goes from being introduced into the market until it's taken off the shelves. Using a graph, discuss the Product Life Cycle. **(9 Marks)**
- b) Explain the components of marketing environment. **(6 Marks)**

QUESTION FIVE

- a) Explain various pricing strategies that a marketer can use to market its products or services **(8 Marks)**
- b) Explain the difference between
 - i. Need, Want and demand **(3 Marks)**
 - ii. Joint Venture Companies and Direct Investment Company **(4 Marks)**

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