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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2019/2020 ACADEMIC YEAR TWO**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 212**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 14/12/2020 TIME: 12.00-2.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define the following
2. Marketing **[2 marks]**
3. Customer value **[2 marks]**
4. Describe the major components of marketing information systems **[8 marks]**
5. Describe the factors affecting consumer behavior **[8 marks]**
6. Discuss the buyer decision process  **[10 marks]**

**QUESTION TWO**

1. Define marketing strategy  **[2 marks]**
2. Describe the new product pricing strategies **[4 marks]**
3. Describe the types of sales force structures **[4 marks]**
4. Discuss the new product life cycle and the marketing strategies required at each stage **[10 marks]**

**QUESTION THREE (20 MARKS)**

1. Discuss the factors that will help you know the attractiveness and future potential growth of a company **[10 marks]**
2. Customers differ according to the timing of their adoption of an innovation. One of the common models used is the diffusion model. Discuss **[10 marks]**

**QUESTION FOUR**

1. Define cognitive dissonance **[2 marks]**
2. State three ways of reducing cognitive dissonance **[3 marks]**
3. Describe the core marketing concepts **[5 marks]**
4. Describe the types of consumer buyer behavior **[10 marks]**

**QUESTION FIVE**

1. Discuss the major marketing management philosophies under which organizations conduct their marketing activities. **[10 marks]**
2. Describe the different positioning themes **[10 marks]**