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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR TWO**

**THIRD 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: 3 HOURS**

**DATE: 07/08/18 TIME: 2.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has SIX (6) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other THREE (3) questions from the remaining FIVE (5) 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 marketing  **[2 marks]**
2. State the major components of marketing information systems **[4 marks]**
3. Describe the factors affecting consumer behavior **[9 marks]**
4. Discuss the buyer decision process **[10 marks]**

**QUESTION TWO**

1. Describe the core marketing concepts  **[5 marks]**
2. Describe the model that helps to understand the attractiveness and the future potential growth of an organization  **[10 marks]**

**QUESTION THREE**

Discuss the major marketing management philosophies under which organizations conduct their marketing activities. **[15 marks]**

**QUESTION FOUR**

Discuss the controllable and the uncontrollable variables of marketing  **[15 marks]**

**QUESTION FIVE**

1. State three ways of reducing cognitive dissonance  **[3 marks]**
2. Explain four types of sales force structures **[4 marks]**
3. Describe the four type of consumer buying behavior **[8 marks]**

**QUESTION SIX**

1. Define marketing strategy **[2 marks]**
2. State and explain the two types of marketing strategy **[4 marks]**
3. Describe the basis of customer market segmentation **[4 marks]**
4. Describe the new product adoption process  **[5 marks]**