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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 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: 07/04/2021 TIME: 09.00-11.00 AM**

**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 marketing strategy **(2marks)**
2. State and explain the two types of marketing strategy **(4 marks)**
3. Describe the basis of customer market segmentation **(8 marks)**
4. Explain four types of sales force structures **(8marks)**
5. Describe the factors affecting consumer behavior **(8 marks)**

**QUESTION TWO( 20 MARKS)**

1. Discuss the controllable and the uncontrollable variables of marketing  **(10 marks)**
2. Discuss the core marketing concepts **(10 marks)**

**QUESTION THREE(20 MARKS)**

1. Define cognitive dissonance **(2marks)**
2. State three ways of reducing cognitive dissonance (**3marks)**
3. Describe the concept of marketing intelligence**(3 marks)**
4. Discuss any three components of the marketing information system (MIS) **(6 marks)**
5. Describe three benefits of marketing research system **(6 marks)**

**QUESTION FOUR (20 MARKS)**

1. Describe the types of consumer buyer behavior **(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 FIVE (20 MARKS)**

1. Discuss the factors that will help you know the attractiveness and future potential growth of a company **(10 marks)**
2. Discuss the major marketing management philosophies under which organizations conduct their marketing activities. **(10 marks)**