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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 07**

**COURSE TITLE: ESSENTIALS OF MARKETING**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 25/08/2021 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. Differentiate between selling and marketing concept **[10 marks]**
2. Discuss 3 approaches of marketing **[12 marks]**
3. Elaborate hurdles faced by companies when converting to a marketing orientation **[8 marks]**

**QUESTION TWO**

1. Discuss three major activities involved in marketing process **[12 marks]**
2. What is marks up price? Explain the advantages of markup pricing **[8 marks]**

**QUESTION THREE**

1. Highlight the three major objectives of marketing in the modern business **[10 marks]**
2. Describe procedure for determining pricing objectives in marketing **[10 marks]**

**QUESTION FOUR**

1. Explain at least four benefits of marketing planning **[10 marks]**
2. Explain steps involved in product positioning process **[10 marks]**

**QUESTION FIVE**

1. Discuss the importance of branding as a marketing strategy **[10 marks]**
2. Explain for disadvantages of branding as a marketing strategy **[10 marks]**