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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 20**

**COURSE TITLE: INTRODUCTION TO MARKETING MANAGEMENT**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 24/08/2021 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. Define the following as used in marketing
2. Marketing and Market (2 marks)
3. Product (2 marks)
4. Needs and Wants (2 marks)
5. Demand and supply (2 marks)
6. Marketing strategy (2 marks)
7. Explain factors considered when pricing a product (10 marks)
8. Briefly explain five significant role that marketing plays in an economy (10 marks)

**QUESTION TWO**

1. Discuss the relationship between media marketing communication (10 marks)
2. Discuss the disadvantage of globalization in marketing (10 marks)

**QUESTION THREE**

1. Explain the objective marketing in business (10 marks )
2. In marketing every product has life span called product life cycle (PLC). Explain stages in which a product undergoes during this life span from beginning to end. (10 marks)

**QUESTION FOUR**

1. Explain any five marketing channels (10 marks)
2. Explain the role of public relation in marketing (10 marks)

**QUESTION FIVE**

1. Discuss the stages in developing of a new product (10 marks)
2. Explain the objective and strategy of sales promotion (10 marks)