



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ENTREPRENEURSHIP AND MANAGEMENT SCIENCES

FIRST SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT

MARKETING MANAGEMENT

Date: 9/8/2016

Time: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question ONE and any other TWO questions

1. a) Marketing as a system of business activities is important to business people.
Explain these marketing terminologies. (10 marks)
 - (i) Needs
 - (ii) Wants
 - (iii) Demand
 - (iv) Customer value
 - (iv) Customer satisfaction
- b) Exchange the act of obtaining a desired from someone by offering something in return. Explain five essential conditions for the exchange to take place. (10 marks)
- c) Marketing plays a major role in the society and the economy as a whole.
Highlight the general importance of marketing. (10 marks)
2. a) The international environment of any organization is vital for the organization success explain any major Macro environment of any organization. (10 marks)
- b) Policy planning in marketing is a vital activity for success .Explain the components of a marketing plan. (10 marks)

3. a) products is anything that solves the customers' problems or needs.
 Highlight the forms in which products can be offered in the market. (10 marks)
- b) Describe the five major pricing objectives that guide the marketers in setting their
 prices. (10 marks)
4. a) Promotion is the communicating with consumers in the market. Describe any five
 promotional elements used to inform the consumers your target market. (10 marks)
- b) To distribute means placing the offering at the point of consumer purchase
 Explain major functions performed by the intermediaries. (10 marks)
5. Discuss the reasons for carrying marketing research in an organization. (20 marks)