



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN BUSINESS/SUPPLIES CHAIN MANAGEMENT

1906/207 1903/207: MARKETING

DATE: 8/9/2021

TIME: 8:30 – 11:30 AM

INSTRUCTIONS

This question paper consists of **NINE** questions.

Answer any **FIVE** questions.

All questions carry equal marks.

1. a) Marketing is significant to all organizations. Outline the steps that are followed in the marketing process. (10 marks)
- b) Explain the conditions that may be considered for any transaction to take place. (10 marks)
2. a) Describe the role of marketing to the economic development of Kenya. (10 marks)
- b) Highlight the various publics that may influence the performance of any industry. (10 marks)
3. a) Explain the micro-environment of the business markets. (10 marks)
- b) Highlight the bases of market segmentation and targeting in marketing (10 marks)
4. a) Explain the importance of understanding consumer behavior by the organizations. (10 marks)
- b) Describe the buying decision making process of the consumer markets. (10 marks)

5. a) Explain the importance of marketing for both not-for-profit and profit organizations. (10 marks)
- b) Describe the functions of Marketing Manager in an organization. (10 marks)
- 6 a) Explain the effects of the environmental factors to the marketing activities of an organization (10 marks)
- b) Highlight the importance of the marketing mix elements to the organization. (10 marks)
7. a) The scope of marketing is wide. Explain the marketing types of entities that marketing people are involved in (10 marks)
- b) Explain the factors that a marketer can use to increase the value of the customer offering. (10 marks)
- 8 Explain the effects of the environmental factors that may affect the marketing activities of an organization (20 marks)
9. Explain the importance of studying consumer behavior by the managers (20 marks)