



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH
INFORMATION TECHNOLOGY**

HOMABAY CAMPUS – REGULAR

ABA 104: ELEMENTS OF MARKETING

Date: 18th June, 2017

Time: 9.00 - 12.00pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE
- Question one carries 25 marks and the rest carry 15 marks each.

MASENO UNIVERSITY

ISO 9001:2008 CERTIFIED



QUESTION ONE

(a) Discuss the significance of Information Technology (I T) in marketing management (15Marks)

(b) Explain the nature and scope of marketing research and discuss its benefits and challenges in business enterprises (10Marks)

QUESTION TWO

(a) Use practical examples to explain the significance of service marketing in Kenya (8 Marks)

(b) Discuss the concept of de-marketing and its significance in marketing management. (7 Marks)

QUESTION THREE

(a) "Firms must benchmark their products, costs and prices with those of competitors in order to know if they are operating at a cost advantage or disadvantage in the market". Discuss (8 Marks)

(b) Give examples to outline the factors influencing consumer behavior in marketing operations. (7 Marks)

QUESTION FOUR

(a) Discuss the significance of environmental scanning in marketing management. (7 Marks)

(b) Discuss the marketing mix strategies of any successful business organization (8 Marks)

QUESTION FIVE

(a) Distinguish between Traditional Marketing and Customer Relationship Marketing (8 Marks)

(b) Discuss the pertinent benefits a company would enjoy emanating from a satisfied customer (7 Marks)