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**University Examinations 2014/2015**

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

**BFD 2152: MARKETING MANAGEMENT**

**DATE: APRIL 2015 TIME: HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Describe three functions of marketing management. (6 Marks)
2. There are several competing concepts under which firms conduct marketing activities. Briefly explain five of these concepts that are operational in today’s world of business.

(10 Marks)

1. Consumer products are varied depending on consumer buying habits. Citing examples, explain the various types of consumer goods. (8 Marks)
2. Discuss the concept of marketing research and its importance to marketers. (6 Marks)

**QUESTION TWO (20 MARKS**)

1. Marketing activities are influenced by factors within the firm and factors outside the firm. Briefly describe the macro-environmental variables influencing a firms marketing activities. (10 Marks)
2. Assuming that you are a marketing communications manager of your firm. Explain the five major marketing communications tools you would use. (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Development of a new product is very essential for the long-term survival of the firm. Discuss the process of new product development. (12 Marks)
2. Explain the major factors that influence consumer buyer behaviour. (8 Marks)

**QUESTION FOUR (20 MARKS)**

1. There has been a significant increase in consumerism globally over the last several years. Explain five factors that may account for this trend. (10 Marks)
2. Discuss the significance of the marketing control process. (10 Marks)