



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS

ABA 104: ELEMENTS OF MARKETING

Date: 6th May 2018

Time 5.30 - 7.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.

- Q1. (a) One way of evaluating the importance of marketing to a society is to imagine how that society would operate without marketing. Briefly discuss how different your life would be without marketing activities. (10 marks).
- (b) Using practical examples, discuss the different marketing management philosophies. (7marks).
- (c) Briefly discuss the impact of MACRO environment on marketing practices. (8marks).
- Q2. (a) Using practical examples, describe the bases that are used to segment markets. (8marks).
- (b) Use local examples to explain the basic marketing strategies under segmentation. (7marks)
- Q3. (a) Explain why consumers are viewed as decision makers. (6marks)
- (b) Successful marketers have to develop an understanding of steps in the buying process. Discuss (9marks)
- Q4. (a) The seven P's are often required to effectively apply the marketing mix to services. Discuss (7marks)
- (b) Services have a number of distinctive characteristics that differentiate them from goods and have implications for the manner in which they are marketed' (Palmer, 2008 p.9). Describe in detail the distinctive characteristics of services, and outline two implications of each characteristic for the marketing of services. (8 Marks)
- Q5. (a) Explain why and how marketing is done for non-profit organizations. (7marks)
- (b) Discuss the different types of marketing boards in Kenya and their functions. (8marks)
- Q6. Discuss the various channels an organization can employ to gain entry to a new international market. (15marks)