



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2017/2018**

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

**CITY CAMPUS -EVENING**

**ABA 104: ELEMENT OF MARKETING**

Date: 22<sup>nd</sup> January, 2018

Time: 5.30 - 7.30pm

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**INSTRUCTIONS:**

- Answer Question ONE Compulsory and any other THREE
- Question ONE carries 25 marks and the rest has 15 marks each



**Question 1.**

- a). "Marketing efforts seeks to develop satisfying relationships with customers that benefit both the customer and the organization." In view of this, analyze the process of marketing. (5 marks)
- b). Discuss the marketing management concept that guides the way organizations conduct their marketing activities. (12 marks)
- c). Evaluate the importance of marketing to the society and business organization. (8 marks)

**Question 2.**

"A variety of environmental forces influence a company's marketing system. Some of them are controllable while some others are uncontrollable". In view of this statement, analyze the elements of external macro environment while highlighting their impact on company's marketing systems. (15 marks)

**Question 3.**

- a). Recommend to the marketing manager the basis of market segmentation that will form a selected market to be reached with distinct Marketing Mix. (10 marks)
- b). Evaluate benefits of market segmentation to a marketing organization. (5 marks)

**Question 4.**

- a). Describe the stages for new product development in the organization. (10 marks)
- b). Analyze the reasons for new product failures in the market. (5 marks)

**Question 5.**

- a). The decision to fix the price is influenced by many factors which are controllable & uncontrollable. In view of this statement, explain the factors influencing price determination in a company. (8 marks)
- b). Suggests to management, some of the pricing policies that they can apply in determining the price at which a company can sell the product. (7 marks)

**Question 6.**

a). Describe five distinguishing features of services while highlighting their marketing implications. (10 marks)

b). Suggest ways of improving service productivity to a service producing organization. (5 marks)