



**FINAL EXAMINATIONS**

**SCHOOL OF EDUCATION AND SOCIAL SCIENCES**

**KITENGELA CAMPUS**

**FIRST SEMESTER, 2025/2026 ACADEMIC YEAR**

**EXAMINATION FOR THE BACHELOR IN BUSINESS MANAGEMENT**

**DBA/CBA: MARKETING MANAGEMENT**

**STREAM: DBA/CBA**

**TIME: 2 HOURS**

**EXAMINATION SESSION: DECEMBER 2025**

**YEAR: 2025**

**DAY []**

**DATE: []**

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**INSTRUCTIONS:**

1. Attempt ALL the questions in **Section A**
  2. Attempt any **Two** questions in **Section B**
  3. The entire exam is worth forty (40) marks.
  4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
  5. Where necessary Show your working clearly.
  6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper based (written), sources for your answers unless this is clearly advised in the Question.
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**SECTION A: INSTRUCTIONS: ANSWER ALL QUESTIONS (20 marks)**

**Question 1**

- a) Besides making the product available to the customer, middlemen perform several other roles and functions. State any five of these roles. [5 Marks]
- b) Explain any five general classification of consumers [5 Marks]
- c) Explain any five characteristics of a good marketing manager [5 Marks]
- d) New product development is process of eight sequential stages. Highlight any five of these processes [5 Marks]

**SECTION B: INSTRUCTIONS: ANSWER ANY TWO QUESTIONS (20 marks)**

**Question 2**

- (a) Studies reveal that at least five distinct concept of marketing have guided and still guiding business firms. Explain the five concepts of marketing [5 Marks]
- (b) Discuss five functions of advertising [5 Marks]

**Question 3**

- a) The product life cycle (PLC) is an important concept in marketing that provides insight into a product competitive dynamics. Discuss the product life cycle. [5 Marks]
- b) Detailed and systematic process of analyzing competitors, as described by Philip Kotler, consists of eight steps, Explain any five those steps. [5 Marks]

**Question 4**

- a) Environmental analysis is a process to identify all the external and internal elements, which can affect the organization's performance. Highlight any five elements. [5 Marks]
- b) Explain the steps involved in the consumer decision making process. [5 Marks]

**Question 5**

- (a) Besides making the product available to the customer, middlemen perform several other roles and functions. Explain five key roles of distribution channel. [5 Marks]
- (b) Advertising is key in marketing of goods and services. Highlight five functions of advertising. [5 Marks]