



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Engineering & Technology***

DEPARTMENT OF COMPUTER SCIENCE & IT

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

**BBA 4207: PRINCIPLES OF MARKETING**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: MARCH 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

*This paper consists of Two printed pages*

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**QUESTION 1 (Compulsory)**

- a) Highlight the major segmentation variables for consumer markets. **(5 marks)**
- b) Clearly identify what is involved in the consumer buying decisions process. **(5 marks)**
- c) Clearly describe the stages involved in the new product development strategy. **(10 marks)**
- d) There are various types of channels of distribution available to marketers. Clearly discuss the factors affecting choice of a channel of distribution. **(10 marks)**

**QUESTION 2**

- a) Discuss the reasons for adopting advertising as a promotion tool in marketing. **(10 marks)**
- b) A marketer management philosophy refers to management attitude, orientation or state of mind with regard to marketing management practice. To date we have had **FIVE** different alternative marketing management philosophies. Describe them. **(10 marks)**

### QUESTION 3

- a) Discuss the various market targeting strategies available to marketers. **(10 marks)**
- b) Discuss the importance of marketing. **(10 marks)**

### QUESTION 4

Describe how the major economic factors that affect marketing activities in determining the size and strength of demand for products. **(20 marks)**

### QUESTION 5

- a) In your opinion, describe **FIVE** factors you would consider effective for segmentation in today's global market. **(10 marks)**
- b) Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. Briefly explain **FIVE** of the consumer promotion tools that are commonly used by marketers to increase the sales of their products. **(10 marks)**