



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & IT

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF TECHNOLOGY IN INFORMATION AND COMMUNICATION
TECHNOLOGY

BMK 4100: 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

QUESTION 1 (Compulsory)

- a) Explain the factors that marketers consider when selecting a channel of distribution. **(10 marks)**
- b) Explain the benefits of a market research. **(10 marks)**
- c) Discuss possible behaviours of a disappointed customer. **(10 marks)**

QUESTION 2

- a) Explain the role of marketing in a society. **(10 marks)**
- b) Explain the methods of monitoring performance of sales people. **(10 marks)**

QUESTION 3

- a) Explain the buying process of industrial products. **(10 marks)**
- b) Explain the contribution of ICT to marketing. **(10 marks)**

QUESTION 4

- a) Explain the reasons why many organizations have set up customer care desks in their premises. **(10 marks)**
- b) Explain the steps taken by the Kenyan government to promote exports to foreign markets. **(10 marks)**

QUESTION 5

- a) Explain the challenges faced when marketing in foreign markets. **(10 marks)**
- b) Explain the benefits of market segmentation. **(10 marks)**