



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II)

BMC 2211: MEDIA MARKETING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

Explain

- a) Media marketing. (3 marks)
- b) A market (3 marks)
- c) Monopolistic competition market. (3 marks)
- d) Monopoly market. (3 marks)
- e) Globalization of the markets. (3 marks)
- f) Outline **SIX** factors which determine the number of channels of distribution. (6 marks)
- g) State methods of easing cognitive dissonance tension. (5 marks)
- h) State **FOUR** factors in selection of target audience. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss critical activities may be adapted by the marketing department to promote in a competitive market. (20 marks)

QUESTION 3

- a) Define channels of distribution (2 marks)
- b) Explain the levels of the channel of distribution. (18 marks)

QUESTION 4

Giving relevant examples explain how you would handle a customer who is dissatisfied with the service your media organization is offering. (20 marks)

QUESTION 5

Discuss the relevancy of Maslow's hierarchy of needs in marketing. (20 marks)