

TECHNICAL UNIVERSITY OF MOMBASA Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & IT

UNIVERSITY EXAMINATIONS FOR DEGREE IN BACHELOR OF SCEINCE 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

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 wind 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 todays 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)