



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

DEPARTMENT OF COMPUTER SCIENCE & IT

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

**BIT 2208: MARKETING MANAGEMENT**

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) Explain the individual purchasing model. **(10 marks)**
- b) Explain the benefits of market research. **(10 marks)**
- c) Discuss the factors that are considered in data determining the product distribution channels. **(10 marks)**

**QUESTION 2**

- a) Discuss the importance of market segmentation. **(10 marks)**
- b) Explain the critical roles played by salespeople in an organization. **(10 marks)**

### **QUESTION 3**

- a) Explain the reasons why organizations have become so much customer oriented. **(10 marks)**
- b) Explain challenges faced by marketer using variable pricing system. **(10 marks)**

### **QUESTION 4**

- a) Explain the methods used by the government to promote export trade. **(10 marks)**
- b) Discuss the steps involved in product development. **(10 marks)**

### **QUESTION 5**

- a) Explain the roles of marketing managers. **(10 marks)**
- b) Explain the drawback of using personal selling as a means of promotion. **(10 marks)**