



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN BUSINESS ADMINISTRATION
DIPLOMA IN BUSINESS MANAGEMENT

BMK 2201: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Three printed pages.

QUESTION 1 (Compulsory)

- a) Define the concept of marketing. (2 marks)
- b) Marketing is both customer and competitor oriented. Explain **FOUR** classifications of firms based on these **TWO** orientations. (8 marks)
- c) Define consumer behaviour and explain the process that consumers undergo in purchasing decisions. (12 marks)
- d) Define market segmentation and explain the main criteria on which the choice of a market segment is based. (8 marks)

QUESTION 2

- a) Like human beings, products and markets undergo distinctive stages in their life that are of main concern to marketers. Discuss the stages that products and markets undergo in the market place. (10 marks)
- b) Service marketing is distinct from tangible products marketing in many aspects. Expound the characteristics that distinguish services from tangible products. (10 marks)

QUESTION 3

- a) Some people think marketing is about hawking products while others argue that marketing and selling are one and the same thing. As a marketing specialist, advice on these perceptions and show the distinction between marketing and selling. (10 marks)
- b) Discuss **FOUR** factors that influence consumer behaviour. (10 marks)

QUESTION 4

- a) Pricing of products is not an arbitral exercise in organizations. Explain the main factors that affect pricing decisions in organizations. (10 marks)
- b) Promotion is a key element in an organization marketing mix decision and conveys information pertaining organizational activities and other marketing elements. Discuss the main promotional elements that marketers employ in their promotional initiative. (10 marks)

QUESTION 5

- a) Discuss the steps in personal selling process you would recommend to a sales person newly recruited in a Fast Moving Consumer Goods (FMCG) company. **(10 marks)**

- b) Discuss the importance of physical distribution function in marketing. **(10 marks)**