



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4303: MARKETING ENVIRONMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) “A business firm is an open system”. In light of this statement describe the key elements of such a business. **(12 marks)**
- b) Many companies have realized that the key to success in the 21st Century is globalization. Justify this statement. **(10 marks)**
- c) The economic environment is a very important determinant of business strategy. Explain the economic conditions of a country that a marketing manager must evaluate. **(8 marks)**

QUESTION 2

- a) Explain, using examples how each of the following political factors impact on marketing:
- i) Structure of government
 - ii) Stability of government policies
 - iii) Nationalism
 - iv) Politically sensitive products. **(8 marks)**
- b) Marketing Managers cannot ignore the impact that publics have on business. Identify **SIX** types of publics and explain their impact on business. **(12 marks)**

QUESTION 3

- a) Companies operating in Kenya are regulated and governed by certain laws. Explain **FOUR** marketing laws that regulate marketing activities. **(8 marks)**
- b) The key challenges for marketing managers in the 21st Century is assuring competitiveness and profitability for their companies in turbulent environments.
- i) Explain the term turbulent environment. **(2 marks)**
 - ii) Describe the **FIVE** levels of turbulent environments in which firms operate as described by Ansoff. **(10 marks)**

QUESTION 4

- a) One of the cultural environment that impacts on marketing is education. Explain **FOUR** ways in which education becomes useful. **(8 marks)**
- b) Competitor analysis is important to firm seeking to gain competitive advantage. Describe the areas in which a marketer can check for an effective analysis. **(12 marks)**

QUESTION 5

- a) Technology, is one of the most important elements of the macro environment today. Explain the issues of technology that marketing strategists must consider. **(10 marks)**
- b) Discuss the demographic trends of the macro environment. **(10 marks)**