



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 4201: MARKETING MANAGEMENT

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) Explain **FIVE** tasks that make up successful marketing management and marketing leadership. **(12 marks)**
- b) Identify and explain the core concepts of marketing. **(9 marks)**
- c) i) Explain **FIVE** consumers' buying roles. **(5 marks)**
ii) Describe the types of buying decision behaviour. **(4 marks)**

QUESTION 2

- a) Marketing research is a systematic process. Explain the steps in marketing research. **(12 marks)**
- b) Customer Relationship Management (CRM) is an integrated approach to identifying, acquiring and maintaining customers. Explain how a company benefits from CRM. **(8 marks)**

QUESTION 3

- a) Services, unlike tangible products are unique. Explain the uniqueness in services that make them to be marketed differently. **(10 marks)**
- b) You are an executive of a firm that intends to venture in international markets. What are the international marketing decisions that you will be faced with. **(10 marks)**

QUESTION 4

- a) Describe **SIX** characteristics that differentiate industrial marketing from consumer marketing. **(12 marks)**
- b) Marketing intelligence enables marketing managers to gather data and turn it into valuable information. Explain the sources of marketing intelligence. **(8 marks)**

QUESTION 5

- a) The BCG Growth-share Matrix is a portfolio planning model. Describe the components of this model. **(16 marks)**
- b) Explain **FOUR** types of demand faced by marketing managers and the marketing tasks of each. **(4 marks)**