



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4101: PRINCIPLES OF MARKETING

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 the role of marketing to the society. **(10 marks)**
- b) State and explain factors within the remote environment of a firm. **(12 marks)**
- c) Behaviouristic segmentation divides buyers into groups, on the basis of attitude towards, use of or response to a particular product. Explain **FOUR** behavioristic segmentation variables. **(8 marks)**

QUESTION 2

- a) Explain the critical factors that should be considered when giving a brand name to a new product. **(10 marks)**
- b) One of the most difficult decisions facing marketing managers is to decide on which criteria on how much to spend on promotion. State and explain the common methods a company can use to set the total budget for advertising. **(10 marks)**

QUESTION 3

- a) Explain **FIVE** pricing approaches that are used by marketers. **(10 marks)**
- b) As a Marketing Manager of ABC Co. Ltd; you have established a budget of Ksh. 10 Million for Corporate Social Responsibility for the year ending December 2015. Explain the factors you will consider to win the approval of the management for the expenditure. **(10 marks)**

QUESTION 4

- a) As a young graduate, you intend to invest in and run your own business. One of the requirements for funding by the National Youth Enterprise Fund is a marketing plan. Describe the components of a marketing plan. **(10 marks)**
- b) Organizations can benefit from many positioning strategies in the market. Explain **FIVE** ways in which this can be done. **(10 marks)**

QUESTION 5

- a) Explain the rationale of the existence of middlemen in the supply chain of products. **(10 marks)**
- b) Explain briefly, using relevant examples the marketing philosophies that guide a marketer's approach to the market. **(10 marks)**