



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II)

BMC 2211: MEDIA MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) i) Define “cognitive dissonance. (2 marks)
- ii) State **EIGHT** activities associated with the marketing director in a media house of your choice. (8 marks)
- b) Explain the 4Ps of the marketing mix. (8 marks)
- c) Differentiate between marketing mix and promotional mix. (4 marks)
- d) Discuss any **FOUR** controllable factors of marketing. (4 marks)
- e) State **TWO** qualities of a salesman. (2 marks)
- f) Draw a diagram to show product life cycle. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Define market segmentation. (2 marks)
- b) Discuss the components of marketing. (18 marks)

QUESTION 3

Discuss **TWO** ways of setting the price of a commodity. (20 marks)

QUESTION 4

Trace the historical development of marketing as a discipline. (20 marks)

QUESTION 5

OLX is one of the most vibrant facelets of marketing platforms in Kenya.

Required:

- a) Highlight the merits of such marketing platforms. (10 marks)
- b) Explain the risks involved in such marketing platforms. (10 marks)