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

SPECIAL/SUPPLEMENTARY EXAMINATIONS
SERIES: FEBRUARY 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) Identify and explain the core concepts of marketing.   **(8 marks)**

b) Marketing Managers today face a number of challenges. Explain **FIVE** of these challenges.
                                                                                (10 marks)

c) Explain **SIX** significant potential bases for competitive advantage.   **(12 marks)**

QUESTION 2

a) Kazungu's family intends to purchase a home. Describe **FIVE** consumers' buying role of the family.
(10 marks)

b) Any firm that intends to go international faces certain risks. Explain **FIVE** of these risks. **(10 marks)**

QUESTION 3

a) Services are highly heterogeneous. Discuss **FIVE** ways in which marketing managers of services can reduce this problem. **(10 marks)**

b) Marketing firms forecast future demand of their products. Explain **FIVE** techniques of demand forecasting. **(10 marks)**

QUESTION 4

a) Describe **FOUR** types of demand in a Business to Business (B2B) situation. **(8 marks)**

b) "Successful firms engage in marketing research". Justify this statement. **(12 marks)**

QUESTION 5

a) Describe the components of a marketing plan. **(12 marks)**

b) Explain **FOUR** benefits that a firm derives from CRM. **(8 marks)**