



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

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) Environmental scanning can confer many advantages upon the company. Explain **FIVE** of these advantages. **(10 marks)**
- b) Despite its success, globalization has its shortcomings. Explain **FIVE** of these shortcomings. **(10 marks)**
- c) Describe the actors and forces of company's micro environment. **(10 marks)**

QUESTION 2

- a) The intensity of competition in a market is determined by the market structure. Explain **FIVE** determinants of the market structure. **(10 marks)**
- b) Explain **FIVE** critical elements of the economic environmental that a marketer must evaluate when entering a particular market. **(10 marks)**

QUESTION 3

- a) Successful companies today, survive because of technology. Explain the impact of technology in these companies. **(12 marks)**
- b) Discuss **FOUR** characteristics of a business environment. **(8 marks)**

QUESTION 4

- a) The political environment dictates on policies that govern or regulate business. Explain **FIVE** issues in this environment that a marketing manager should be concerned about. **(10 marks)**
- b) One of the environmental scanning tool is the Five-forces Analysis. Briefly describe the **FIVE** forces. **(10 marks)**

QUESTION 5

- a) A marketer must always understand the demographic trends in the market segment he intends to serve. Identify and explain **SIX** of these demographic trends. **(12 marks)**
- b) Appleby Ltd is an international firm that intends to set up business in Kenya. Explain **FOUR** marketing laws that the firm should consider. **(8 marks)**