



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Engineering & Technology***

DEPARTMENT OF COMPUTER SCIENCE & IT

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN INFORMATION AND COMMUNICATION  
TECHNOLOGY

**BMK 4100: PRINCIPLES OF MARKETING**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: MARCH 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***

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**QUESTION 1 (Compulsory)**

- a) Explain the factors that marketers consider when selecting a channel of distribution. **(10 marks)**
- b) Explain the benefits of a market research. **(10 marks)**
- c) Discuss possible behaviours of a disappointed customer. **(10 marks)**

**QUESTION 2**

- a) Explain the role of marketing in a society. **(10 marks)**
- b) Explain the methods of monitoring performance of sales people. **(10 marks)**

### **QUESTION 3**

- a) Explain the buying process of industrial products. **(10 marks)**
- b) Explain the contribution of ICT to marketing. **(10 marks)**

### **QUESTION 4**

- a) Explain the reasons why many organizations have set up customer care desks in their premises. **(10 marks)**
- b) Explain the steps taken by the Kenyan government to promote exports to foreign markets. **(10 marks)**

### **QUESTION 5**

- a) Explain the challenges faced when marketing in foreign markets. **(10 marks)**
- b) Explain the benefits of market segmentation. **(10 marks)**