TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & IT

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCEINCE IN INFORMATION TECHNOLOGY

BBA 4207: 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) Highlight the major segmentation variables for consumer markets. **(5 marks)**

b) Clearly identify what is involved in the consumer buying decisions process. **(5 marks)**

c) Clearly describe the stages involved in the new product development strategy. **(10 marks)**

d) There are various types of channels of distribution available to marketers. Clearly discuss the factors affecting choice of a channel of distribution. **(10 marks)**

QUESTION 2

a) Discuss the reasons for adopting advertising as a promotion tool in marketing. **(10 marks)**

b) A marketer management philosophy refers to management attitude, orientation or state of wind with regard to marketing management practice. To date we have had **FIVE** different alternative marketing management philosophies. Describe them. **(10 marks)**

QUESTION 3

a) Discuss the various market targeting strategies available to marketers. **(10 marks)**

b) Discuss the importance of marketing. **(10 marks)**

QUESTION 4

Describe how the major economic factors that affect marketing activities in determining the size and strength of demand for products. **(20 marks)**

QUESTION 5

a) In your opinion, describe **FIVE** factors you would consider effective for segmentation in todays global market. **(10 marks)**

b) Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. Briefly explain **FIVE** of the consumer promotion tools that are commonly used by marketers to increase the sales of their products. **(10 marks)**