



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT  
DIPLOMA IN HUMAN RESOURCE MANAGEMENT  
DIPLOMA IN BUSINESS ADMINISTRATION  
DIPLOMA IN ACCOUNTANCY

**BMK 2201: MARKETING MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.

***This paper consists of Two printed pages.***

### **QUESTION 1 (Compulsory)**

- a) Define marketing. **(2 marks)**
- b) Marketing activities should be carried out under a well-thought philosophy of efficient, effective and socially responsible marketing approaches. Explain **FIVE** competing concepts under which organizations conduct marketing activities. **(15 marks)**
- c) Some people think that marketing is about hawking products while others argue that marketing and selling are one and the same thing. As a marketing specialist advise on these concepts and show the distinctions between marketing and selling. **(10 marks)**

### **QUESTION 2**

- a) New product development is a strategy for a firm growth by offering modified or new product to a market segment. Discuss the steps you would recommend to a firm intending to develop and introduce a new product in the market. **(12 marks)**
- b) Explain the criteria on which the choice of market segment is based. **(8 marks)**

### **QUESTION 3**

- a) State and explain **FOUR** bases of consumer market segmentation. **(12 marks)**
- b) Define the following marketing concepts:
- i) Segmentation **(2 marks)**
  - ii) Targeting **(2 marks)**
  - iii) Positioning **(2 marks)**
  - iv) Market aggregation. **(2 marks)**

### **QUESTION 4**

- a) Discuss the steps involved in personal selling that you would recommend to a salesperson newly recruited in Fast Moving Consumer Goods Company. **(10 marks)**
- b) A buying decision mainly depends on the type of buying behaviour. Discuss the main types of buying behaviour. **(10 marks)**

### **QUESTION 5**

- a) Define consumer behaviour and explain the process that consumers undergo in purchasing decisions. **(10 marks)**
- b) Pricing of a product is not an arbitrary exercise in organizations. Explain the main factors that affect pricing decisions in organizations. **(10 marks)**