



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR
MASTERS IN BUSINESS ADMINISTRATION

BMK 5101: MARKETING MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 3 HOURS

INSTRUCTIONS:

– Answer any **FOUR** questions.

This paper consists of Three printed pages

QUESTION 1

- a) Define the term marketing and discuss how it is more than just “selling and telling”. **(6 marks)**
- b) Marketing has been criticized because it makes people buy things they don’t really need. Refute or support this accusation. **(4 marks)**
- c) Discuss the **FIVE** different marketing management orientations. Which orientation do Apple follow, when marketing products like the iphone and ipad? **(15 marks)**

QUESTION 2

- a) Discuss **FIVE** trends impacting on marketing and the implications of these trends on how marketers deliver value to customers. **(10 marks)**
- b) List **FIVE** demographic trends of interest to marketers in Kenya showing whether they pose a threat or opportunity to the business enterprise. **(10 marks)**
- c) Highlight the trends in the natural environment of which marketers must be aware of and provide examples of how companies respond to them. **(5 marks)**

QUESTION 3

- a) Discuss the role of secondary data in gaining customer insights. Where do marketers obtain secondary data from and what are the potential problems of using it. **(13 marks)**
- b) What are the similarities and differences when conducting research in another country versus domestic market. **(7 marks)**
- c) Highlight the value of marketing research and marketing information. **(5 marks)**

QUESTION 4

- a) In many parts of the world birth control is an unsought product. Assume you have been given the task of promoting birth control in a region of the world where it has traditionally been unused. How would you make inroads. **(6 marks)**
- b) Restaurants symbolize many of the fundamental service characteristics. In your recent visit to a three star hotel discuss the basic characteristics of service you experienced and the marketers face. **(12 marks)**
- c) Coca-cola has sustained success in the maturity stage of the product life cycle for many years. Discuss briefly how Coca-cola has evolved over the years and identify ways they can continue to evolve to meet changing customer needs. **(7 marks)**

QUESTION 5

- a) Describe consumer adopter categories (diffusion of new products) and explain how to use this knowledge in marketing. **(13 marks)**
- b) Describe the **FOUR** main types of consumer buying behaviour that are experienced in the market. Illustrate using example of recent purchases you have made. **(12 marks)**

QUESTION 6

- a) Compare and contrast market-skimming and market penetration pricing strategies and discuss the conditions under which each is appropriate. **(15 marks)**
- b) Identify and briefly describe **FIVE** product mix pricing decisions. **(10 marks)**