



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 BUSINESS MANAGEMENT
DIPLOMA IN SALES AND MARKETING
DIPLOMA IN ACCOUNTANCY

BMK 2102: MARKETING OPERATIONS

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 Three printed pages.

QUESTION 1 (Compulsory)

- a) Define the following terms:
- i) Promotion (2 marks)
 - ii) An organization's marketing macro-environment (2 marks)
 - iii) Secondary research. (2 marks)
 - iv) Mass marketing (2 marks)
 - v) Market leader (2 marks)
- b) What is an organization's marketing program? Describe its ingredients. (10 marks)
- c) Describe exploratory, descriptive and causal marketing research objectives that a researcher might want to achieve with a research process. (10 marks)

QUESTION 2

What is meant by an organization's marketing information system? Describe its constituent parts. (20 marks)

QUESTION 3

- a) To be useful and effective, market segments should possess certain characteristics. Explain **FIVE** such characteristics. (10 marks)
- b) Describe the following factors of an organization's business environment. Name **TWO** elements in each of them:
- i) Publics (5 marks)
 - ii) External micro-environment. (5 marks)

QUESTION 4

- a) Identify **FOUR** marketing intermediaries and describe the role of each of them in the marketing process. (10 marks)
- b) Describe **FOUR** market targeting approaches that marketing organizations use to reach its chosen customers. (10 marks)

QUESTION 5

- a) Describe the stimulus-response model of consumer behaviour. Illustrate your answer with a diagram. (10 marks)
- b) Explain the following marketing management philosophies:
- i) Marketing concept. (5 marks)
 - ii) Societal concept. (5 marks)