



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC II)

BMC 2114: MEDIA MARKETING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) State **THREE** ways in which the mass media uses referent groups. **(6 marks)**
- b) Explain **FOUR** methods that you would use to target to sale a new magazine. **(8 marks)**
- c) Definition of:
- i) Dessonance **(1 mark)**
 - ii) Positioning **(1 mark)**
 - iii) Product **(1 mark)**
 - iv) Marketing research **(1 mark)**
 - v) Quotas **(1 mark)**
 - vi) Product mix **(1 mark)**
- d) i) Define product life cycle. **(2 marks)**
- ii) Draw a diagram to illustrate product life cycle. **(8 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the promotional strategies adopted by media houses in Kenya to promote their products. (Both print and electronic media). **(20 marks)**

QUESTION 3

- a) Explain distribution channel. **(2 marks)**
- b) Use a diagramme to illustrate the possible distribution channel for a tangible media product. **(20 marks)**

QUESTION 4

Discuss the bases of market segmentation. **(20 marks)**

QUESTION 5

Under what conditions:

- a) Is a price penetration strategy appropriate? **(10 marks)**
- b) Is price skimming appropriate? **(10 marks)**