



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN BUSINESS ADMINISTRATION

BMK 2201: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2014

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) Distinguish between the following terms in marketing management:
- i) Marketing and management
 - ii) Geographical segmentation and demographic segmentation.
 - iii) Purchase and post purchase behaviour
 - iv) Retailers and wholesaler
 - v) Product attributes and product quality. **(20 marks)**
- b) Explain **FIVE** marketing concepts adopted in marketing management. **(10 marks)**

QUESTION 2

Explain the determinants of consumer behaviour. **(20 marks)**

QUESTION 3

State the factors that influence pricing decisions. **(20 marks)**

QUESTION 4

Marketing Information System has been called the blood of marketing. Discuss. **(20 marks)**

QUESTION 5

“Products like people have certain length of life”. Discuss. **(20 marks)**