



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4201: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2014

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Although it is risky for a company to go international some companies find it beneficial to go international. State and explain some of the benefits that accrue from this decision. **(10 marks)**
- b) State and explain the criteria segmentation must meet for the process to be useful. **(10 marks)**
- c) Discuss the BCG's Growth-Share Matrix as a model that uses relative market share and annual rate of market growth as a criteria to make investment decisions. **(10 marks)**

QUESTION 2

- a) Discuss the pillars on which marketing concept rests on. **(8 marks)**
- b) “Purchase decision by a consumer is not an event but a process”, explain this statement. **(12 marks)**

QUESTION 3

Discuss the marketing objectives and marketing strategies of the **FOUR** stages of the product life cycle. **(20 marks)**

QUESTION 4

- a) Traditional **FOUR** Ps in marketing approach work well for goods. Identify the additional element used in service businesses and explain how they are applied in hotel industry. **(10 marks)**
- b) Differentiate between marketing research and marketing intelligence system. **(5 marks)**
- c) Going abroad for any company is a risky strategy that a company must weigh before making any move. Identify and explain such risks. **(5 marks)**

QUESTION 5

- a) Using various areas of marketing as a guide differentiate industrial markets from consumer markets. **(10 marks)**
- b) Identify and explain methods companies use to estimate future demands for their products. **(10 marks)**