

Paper 2

TECHNICAL UNIVERSITY OF MOMBASA

BMK 4101: PRINCIPLES MARKETING

Instructions

1. Answer question one(Compulsory) and any other two.
2. No rough work on the this question paper

QUESTION ONE

- a) Define marketing (2 marks)
- b) Explain five philosophies of marketing under which organizations conduct marketing activities. (15 marks)
- c) Some peoples think that marketing is about hawking products while others argue that marketing and selling are one and the same thing. As a marketing specialist advise on these perceptions and show the distinctions between marketing and selling.(10 marks)
- d) State and briefly explain three strategies of market segmentation(4 marks)

QUESTION TWO

- a) Discuss the steps of product development you would recommend to a firm intending to develop and introduce a new product in the market.(12 marks)
- b) Explain the criteria on which the choice of market segment is based(8 marks)

QUESTION THREE

- a) State and briefly explain FOUR bases of consumer market segmentation (12 marks)
- b) Define the following marketing concepts and explain their relationships(8 marks)
 - i) Segmentation
 - ii) targeting
 - iii) positioning

QUESTION FOUR

- a) Discuss the steps of personal selling process you would recommend to a sales person newly recruited in an Engineering Company specializing in capital equipments.(10 marks)
- b) A buying decision mainly depends on the type of buying behavior. Discuss the main types of buying behaviors.(10 marks)

QUESTION FIVE

- a) Define consumer behavior and explain the process that consumer undergo in purchasing decisions.(10 marks)**
- b) Explain the main factors that affect pricing decision in organizations. (10 marks)**