

TECHNICAL UNIVERSITY OF MOMBASA
School of Business
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION 2015/2016

BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4201: MARKETING MANAGEMENT

SERIES: APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question **ONE** (COMPULSORY) and any other **TWO**

1. a) Distinguish, using examples between the following terms:
 - i) Customer needs and Customer wants
 - ii) Exchange and transactions
 - iii) Customer Value and Customer Satisfaction

(6 marks)
- b) Marketing stresses the importance of understanding and responding to consumer needs. This can be effectively done by understanding consumer behavior.
 - i) What is Consumer Behaviour?

(2 marks)
 - ii) Explain FIVE reasons why marketers study the behavior of consumers.

(10 marks)
- c) A well-run company uses marketing intelligence information to make strategic decisions. Explain the sources of such intelligence.

(6 marks)
- d) Marketing is a major source of employment. Highlight the areas in marketing that a graduate can be employed.

(6 marks)
2. a) Many companies do not embrace the marketing philosophy until forced by some circumstances. Explain FIVE of these circumstances.

(10 marks)
- b) Marketing of services differs from marketing of products owing to the unique characteristics of services. Explain these characteristics.

(10 marks)
3. a) Giving relevant examples in each case explain the following terms as used in industrial marketing.
 - i) Reciprocity
 - ii) Gatekeeper
 - iii) Derived demand
 - iv) Off shoring

(8 marks)
- b) Companies venturing in international markets face a number of risks. Explain SIX of these risks.

(12 marks)
4. a) To survive in a highly competitive market a company can adopt product imitation strategy. Explain FIVE advantages of this strategy.

(10 marks)
- b) Successful companies today have realized that good customer relationship management creates customer satisfaction. Explain FIVE benefits of customer relationship management.

(10 marks)
5. a) One of the steps in marketing research is research design. Explain the contents of this stage.

(10 marks)
- b) The marketing manager is at the centre stage of all marketing management functions. Explain FIVE of these functions.

(10 marks)