

**TECHNICAL UNIVERSITY OF MOMBASA**

*School of Business*

DEPARTMENT OF BUSINESS ADMINISTRATION

DBA, DBM, DACC, DHRM

**BMK 2102: MARKETING OPERATIONS**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**INSTRUCTIONS**

- This paper consists of FIVE questions.
- Answer question ONE (Compulsory) and any other TWO questions

### **QUESTION ONE**

- a). Define the four methods that a firm can use to promote its goods or services. (10 marks)
- b). Describe the major steps in the marketing research process. (10 marks)
- c) Define the following terms as used in marketing:
- i) Multiple-base segmentation (2 marks)
  - ii) Primary marketing research (2 marks)
  - iii) Target marketing (2 marks)
  - iv) Marketing environment (2 marks)
  - v) Consumer behavior (2 marks)

### **QUESTION TWO**

- a). Define the marketing information system and discuss its various parts. (10 marks)
- b) Marketing intermediaries help the company promote, sell, and distribute its products to final buyers. Describe the four main types of marketing intermediaries. (10 marks)

### **QUESTION THREE**

- a) What is meant by a company's marketing micro-environment? Highlight the factors in the two parts that make up the micro-environment. (10 marks)
- b) Describe five channel functions performed by distribution channel intermediaries. (10 marks)

### **QUESTION FOUR**

- a) Define five factors affecting consumer buying behavior (10 marks)
- b) Explain the factors that a company considers while coming up with a promotion mix. (10marks)

## **QUESTION FIVE**

- a) Explain the following marketing management philosophies:
- i) The selling concept ( 5 marks)
  - ii) The marketing concept (5 marks)
- b) Briefly describe the stimulus-response model of consumer buying behavior. (10 marks)