



**TECHNICAL UNIVERSITY OF MOMBASA**

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## **BMK 2201 MARKETING MANAGEMENT**

### **QUESTION ONE**

- a) i. Define a market **(2marks)**  
ii. Briefly explain the various methods used in market segmentation **(8marks)**
- b) Explain how some of the marketing activities have negatively affected the society **(10marks)**
- c) Explain the family cycle as one of the basis of market segmentation **(10marks)**

### **QUESTION TWO**

- a) In historical development of marketing explain the following
  - i. Production orientation stage **(5marks)**
  - ii. Product orientation stage **(5marks)**
- b) Explain the reasons why companies develop new products **(10marks)**

### **QUESTION THREE**

- a) Explain the reasons why companies advertise their products **(10marks)**
- b) Explain the factors that marketers considered before segmenting a market **(10marks)**

### **QUESTION FOUR**

- a) Explain the stages considered in new product development **(10marks)**
- b) Explain the key roles played by middlemen in product distribution **(10marks)**

### **QUESTION FIVE**

- a) Explain the various types of psychological pricing and why marketers used them **(10 marks)**
- b) Explain the stages in product life cycle **(10marks)**

