



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A CONSTITUENT COLLEGE OF JKUAT)**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

**BMC 2204: MEDIA MARKETING**

END OF SEMESTER EXAMINATIONS

**SERIES:** NOVEMBER/DECEMBER 2011

**TIME:** 2 HOURS

## **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Explain the following concepts:
- i) Macro environment (5 marks)
  - ii) Consumer behavior (5 marks)
- b) Explain **FIVE** possible actions that may be taken by a disappointed customer. (10 marks)
- c) Explain **FIVE** elements of the promotion mix. (10 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Hard talk is a BBC TV programme that has reached its maturity level. Assuming that the TV's management has entrusted you with the task of ensuring the extension of the programme's life cycle. Suggest effective strategies you would put in place to reignite audience interest. (15 marks)

### QUESTION 3

Mediva TV is a newly established TV station in Mombasa. It has a desire to know the bases for segmenting consumer markets. Discuss **FOUR** bases of segmenting in relation to this organization. (15 marks)

### QUESTION 4

- a) State **FIVE** conditions for an effective and ideal marketing situation. (5 marks)
- b) Discuss **THREE** basic tasks of promotion. (10 marks)

### QUESTION 5

Consumer behavior/purchases are strongly influenced by different factors which marketers must take into account. Discuss these factors. (15 marks)