

**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**  
**SPECIAL SUPPLEMENTARY EXAMINATION**  
**SERIES: SEPT. 2017**

**TIME:2 HOURS**

**INSTRUCTIONS:**

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

1. a) Customer value is the benefits obtained from a product or service in relation to the sacrifice a customer makes. Explain FIVE ways in which marketers can enhance customer value in their offerings. (10 marks)
- b) Buying behavior is influenced by personal characteristics. Explain FOUR of these characteristics. (8 marks)
- c) As a marketing manager of a successful company, explain the measures you would take in order to ensure continuous supply of quality marketing intelligence. (6 marks)
- d) Explain the social criticisms against marketing. (6 marks)
2. a) one of the key environmental force that a marketing manager must focus attention on is the developments in the economy. Explain, using relevant examples SIX of the key aspects of the economic environment. (12 marks)
- b) Discuss THREE elements of the extended marketing mix of services. (8 marks)
3. a) Explain five buying centre roles in industrial marketing buying action. (10 marks)

- b) Kenya is host to many Multi National Companies (MNCs). Explain FIVE reasons why these MNCs venture into the international markets. (10 marks)
4. a) The BCG Matrix helps corporations to analyze their product lines and allocate resources in a prudent manner. Using an illustration, explain the components of this matrix. (14 marks)
- b) To succeed in a competitive environment, companies have realized the need to build and maintain customer relationships. Explain the strategies used to achieve this. (6 marks)
5. a) Marketing research is a practice done by companies that want to remain competitive.
- i) What is marketing research? (2 marks)
- ii) Explain FIVE reasons why marketing research is done by these companies. (10 marks)
- b) Demand management is a planning methodology used by marketing managers to forecast, plan for and manage the demand for products and services. Explain FOUR states of demand that an organization could face and state the task of the marketing manager in coping with such a demand. (8 marks)