

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 following terms
- i. Target marketing (2 marks)
 - ii. An organization's marketing macro-environment (2 marks)
 - iii. Secondary marketing data (2 marks)
 - iv. Micro-marketing (2 marks)
 - v. segmentation (2 marks)
- b) Describe the following terms and state their component parts:
- i) Marketing mix (5 marks)
 - ii) Promotional mix (5 marks)
- c) Explain the following marketing management philosophies:
- i. The marketing concept (5 marks)
 - ii. The societal concept (5 marks)

QUESTION TWO

- a) Define undifferentiated and concentrated market-coverage strategies. (10 marks)
- b) The buying process starts long before actual purchase and continues long after. Briefly describe the typical stages that a consumer goes through in a complex purchase situation.
- (10 marks)

QUESTION THREE

- a) Briefly describe Exploratory and Causal objectives that a marketing researcher might want to achieve through a research study. (10 marks)
- b) With the use of examples, give brief descriptions of Mass and Target marketing approaches. (10 marks)

QUESTION FOUR

- a) There are several ways to segment a market. However, not all of these ways are always effective. Briefly explain five different characteristics that market segments should possess in order for them to be useful and effective. (10 marks)
- b) Briefly describe FIVE factors which govern the choice of channel of distribution. (10 marks)

QUESTION FIVE

- a) Describe Cost-based and Competition-based approaches used in fixing prices of products. (10 marks)
- b) . Briefly explain the marketing philosophies that explain the various marketing practices that have been applied by marketers over the years. (10 marks)

