



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATION FOR:
DIPLOMA IN BUSINESS ADMINISTRATION
DIPLOMA IN BUSINESS MANAGEMENT
DIPLOMA IN HUMAN RESOURCES MANAGEMENT
DIPLOMA IN ACCOUNTANCY
DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT
BMK 2102: MARKETING OPERATIONS
END OF SEMESTER EXAMINATION
SERIES:DECEMBER2016
TIME:2HOURS
DATE:Pick DateDec2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question ONE

- a) Once segmentation has been considered, the company will then determine a marketing strategy in order to reach particular target markets. Describe three such market targeting approaches. (10 marks)
- b) Describe the following marketing management philosophies:
- (i) Selling concept (4 marks)
 - (ii) Marketing concept (4marks)
- How are the two marketing orientations similar or different? (4 marks)

- c) Define the following terms:
- (i) Marketing intelligence system
 - (ii) Marketing environment
 - (iii) Target marketing

Question TWO

- a) Describe the steps in the consumer decision making process for a complex purchase situation? (10 marks)
- b) What purpose does a marketing information system serve for a marketing organization? Describe its component parts. (10 marks)

Question THREE

- a) Describe any four external factors that influence companies in fixing prices for their products. (10 marks)
- b) Explain how the following marketing objectives being pursued by an organization affect its pricing decisions.
- i) Survival (10 marks)
 - ii) Market leadership (10 marks)

Question FOUR

- a) Define and then highlight the component parts of the two major environmental forces that affect the company's ability to serve its customers.
- b) Describe exploratory and descriptive marketing research objectives that a researcher might want to achieve through a research process. (10 marks)

Question FIVE

- a) Describe four channel functions performed by distribution channel intermediaries. (10 marks)

b) Define the various types of customer markets a marketing organization could have.(10 marks)