



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) Define market segmentation. Explain the different bases on which consumer markets are segmented. (10 marks)
- b) Describe the following terms and highlight their component parts:
- i) Marketing mix (5 marks)
 - ii) Promotional mix (5 marks)

- c) State four benefits of marketing to the society (10 marks)

Question TWO

- a) Briefly describe the different factors that impact consumer buyer behavior.(12 marks)
- a) Describe the following marketing management philosophies:
- (i) Marketing concept
 - (ii) Societal concept

Question THREE

- a) Describe exploratory and causal marketing research objectives that a researcher might want to achieve through a research process. (10 marks)
- b) Describe Cost-based and Competition-based approaches used in fixing prices of products.(10 marks)

Question FOUR

- a) Describe the two main parts of an organization's micro-environment. Highlight the factors contained in in the two parts.
- b) Describe the major steps in the marketing research process. (10 marks)

Question FIVE

- a) Briefly describe FIVE factors which govern the choice of channel of distribution. (10 marks)
- b) Explain how the following marketing objectives being pursued by an organization affect pricing decisions.
- i) Profit maximization
 - ii) Market leadership

