



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DPM/DM/DBA/DBM/DACC/DFOO/DSM

BMK 2201: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Dec 2016

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 marketing management and outline Four importance of marketing to the society (10 marks)
- b). Explain Five micro environmental forces that influence the marketing activities of an organization (10 marks)
- c). Outline the Five main stages of the buyer decision process (10 marks)

Question TWO

- a). Explain Five objectives of marketing control (10 marks)
- b). Explain the purpose of market planning in an organization (10 marks)

Question THREE

- a). Discuss Four main characteristics of a good sales forecast (10 marks)
- b). Outline Five today's challenges facing marketers (10 marks)

Question FOUR

- a). Outline Three ways in which a firm can enter in an international market (6 marks)
- b). Explain Seven reasons for studying consumer behavior (14 marks)

Question FIVE

- a). Explain Five key aspects of a company's economic environment (10 marks)
- b). Outline the components of the demographic factor found in the macro environment of a company (10 marks)