



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION/BCOM

BMK 4303: MARKETING ENVIRONMENT

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2017

TIME: 2 HOURS

DATE: Aug 2017

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). Outline Four trends in the natural environment of an organization (10 marks)
- b). Discuss FIVE advantages of a firm's technological environment (10 marks)
- c). Distinguish FIVE ethical and socially responsible actions that enlightened companies do (10 marks)

Question TWO

- a). Discuss SIX characteristics of societal marketing (10 marks)
- b). Outline FOUR publics of an organization (10 marks)

Question THREE

- a). Identify THREE changes in the political environment that affect marketing the world over (12 marks)
- b). Demonstrate FOUR ways through which suppliers may affect the meeting of a firms objectives effectively and efficiently (8 marks)

Question FOUR

- a). Describe SIX micro environmental factors that affect the operations of a firm (12 marks)
- b). Explain FOUR ways showing how companies may be affected by the natural environmental dictates (8 marks)

Question FIVE

- a). Illustrate FIVE ways a company can react to the marketing environment (10 marks)
 - b). Construct FIVE penalties you would suggest for companies with unethical actions and behavior (10 marks)
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