



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BACHELOR OF INFORMATION TECHNOLOGY

BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING

BMK 4101/HRD 2505: PRINCIPLES OF MARKETING

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick 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.

This paper consists of two printed papers

Do not write on the question paper.

Mobile phones are not allowed in the examination room.

Question one (compulsory)

a) Explain the role of marketing to the society. **(10 marks)**

b) Explain the factors that marketers considered when selecting channels of distribution.
(10 marks)

c) Explain the factors influencing pricing decisions. **(10marks)**

Question two

a) With an aid of a diagram, discuss the product life cycle. **(10marks)**

b) Discuss the differences between marketing and selling. **(10 marks)**

Question three

a) Explain the benefits of personal selling as a means of promotion. **(10marks)**

b) Explain the benefits of segmentation **(10marks)**

Question four

a) Explain the factors considered by marketers to retain their customers **(10marks)**

b) Explain the reasons why marketers monitors the political changes in marketing environment very closely.
(10marks)

Question five

a) Write short notes on each of the following

i) Relationship marketing

ii) Skimming pricing

iii) Exclusive distribution

iv) Market atomization

v) Advertising agency

(20marks)