



# TECHNICAL UNIVERSITY OF MOMBASA

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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

BMK 4101: 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 paper

**Do not write on the question paper.**

**Mobile phones are not allowed in the examination room.**

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## **Question one (compulsory)**

- a) Explain the reasons behind the introduction of salesmanship during the sales orientation stage. **(12marks)**
  
- b) Discuss the internal environment of Safaricom and how it has created competitive advantage to telecommunication industry. **(8marks)**

- c) For segmentation to be effective, it must meet a number of requirements. Describe these requirements. **(10marks)**

### **Question two**

- a) Explain the measures that a marketer may take to rejuvenate a product that is at the declining supply in the product life cycle. **(10marks)**
- b) State and explain the sales promotion techniques aimed at offering retailers extra incentive to purchase stock and display a manufacturer's products. **(10 marks)**

### **Question three**

- a) In setting a price for a product, marketers are guided by certain pricing objectives. Explain FIVE of these objectives. **(10marks)**
- b) As a marketing manager of Kazibora Co. Ltd you have proposed to the management to establish a "foundation" as a charitable wing of an organization. Explain the justification behind this so as to get the management approval. **(10marks)**

### **Question four**

- a) As a young graduate of business, the youth that you mentor have invited you to discuss a marketing plan for their projects. Explain the importance of a marketing plan that these youth should know. **(10marks)**
- b) Many companies today have come up with several claims about their product offers in the market to the extent that they now risk disbelief. Identify and explain FOUR errors in product positioning. **(10marks)**

### **Question five**

- a) As a marketing Manager of Taratibu Co. Ltd, you are planning to establish a distribution channel for the company's new products. Explain the factors you will consider in doing this. **(20marks)**
- b) Differentiate between selling philosophy and marketing philosophy. **(10 marks)**