



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

DPMM/DHRM/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.**

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## Question ONE

- a). Explain the societal marketing concept as understood in marketing (10 marks)
- b). Outline Five characteristics of the personal factors influencing the buying behavior (10 marks)
- c). Outline the Five “must do things “by the management of an organization to ensure effective marketing planning (10 marks)

## Question TWO

- a). Explain why the production concept is not sufficient for business success (10 marks)
- b). Explain the importance of suppliers as a link in the company’s overall customer value delivery system (10 marks)

### **Question THREE**

- a). Discuss Five criteria used to rank and decide which markets a company enters (10 marks)
- b). Outline the Two types of buying decision behavior (10 marks)

### **Question FOUR**

Outline how changes in the information technology has impacted on marketing management activities (20 marks)

### **Question FIVE**

- a). Explain the social factors that influence one's attitude and buying behavior (10 marks)
- b). The international marketer should be aware of the various risks that face a business firm whose products and activities are politically vulnerable. Explain the unfavourable actions international governments may take. (10 marks)