



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN ARCHIVES AND RECORDS MANAGEMENT

BMK 2111: MARKETING IN LIBRARIES ARCHIVES AND RECORDS
CENTRES

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: 9 May 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 the following terms and phrases

- i. Market segmentation (2mks)
- ii. Image (2mks)
- iii. Product (2mks)
- iv. Consumer behavior (2mks)
- v. Promotion (2mks)

(b) Explain five benefits of developing a target market (10mks)

(c) Highlight any five reasons for marketing in Libraries, archives and records centers (10mks)

Question TWO

Discuss the psychological factors that influence consumer behavior (20mks)

Question THREE

- (a) State and briefly explain what an information professional should know about the customer during market research (10mks)
- (b) Explain five barriers to effective communication of marketing information (10mks)

Question FOUR

State and explain, systematically the steps involved in conducting market research (20mks)

Question FIVE

Discuss the consumer decision making process (20mks)