



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA: DHRM, DPMM, DBM, DSM, DFOO,

UNIT CODE: BMK 2201, UNIT NAME MARKETING MANAGEMENT

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. , 2017

TIME: 2 HOURS

DATE:

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 and ANY OTHER TWO.

Do not write on the question paper.

QUESTION ONE (30 MKS) COMPULSORY

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|---|-------|
| a) Explain the following terms as used in marketing | |
| i. Product Oriented | 2mks |
| ii. Customer Oriented | 2mks |
| iii. Value Oriented | 2mks |
| iv. Consumer Behavior | 2mks |
| v. Marketing Management | 2mks |
| b) Explain how marketing is science and an art | 10mks |
| c) Discuss cultural factors that affect consumer behavior | 10mks |

SECTION B: ATTEMPT ANY TWO QUESTIONS – 40 MARKS

QUESTION TWO (20 MARKS)

- a) Discuss the factors used in analyzing marketing opportunities 10mks
- b) Describe the Importance of Marketing 10mks

QUESTION THREE (20 MKS)

- a) Describe the benefit of market forecasting to marketing 8mks
- b) Explain the Tasks of Marketing Manager 10mks

QUESTION FOUR (20 MKS)

- a) Describe the marketing management Philosophies 10mks
- b) Discuss the Macro-Environment factors affect marketing management 10mks

QUESTION FIVE (20 MKS)

- a) Strategic planning is a process, describe its stages 10mks
- b) Explain the Importance of International marketing 10mks