



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF BUSINESS ADMINISTRATION II;
BACHELOR OF COMMERCE II;
BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING V
BBA / BCOM / BSC

BMK 4101 / HRD 2205: PRINCIPLES OF MARKETING

SPECIAL SPECIAL EXAMINATIONS

SEPT . 2017

DECEMBER 2015 SERIES

2 HOURS

Instructions to candidates:

Answer question **ONE** (Compulsory) and any other **TWO** questions
This paper consists of **2 Printed** pages.

QUESTION ONE (COMPULSORY)

- a) Marketing is the process of identifying, anticipating and satisfying human needs and wants better than competitors (CIM). State any five needs of the customers in the Technical University of Mombasa fraternity and indicate their satisfiers. **(10mks)**
- b) Kenya made a successful attempt to innovate rollout a saloon car, but the car did not achieve much sales as a new product. From a marketing perspective, what reasons could have accounted for its failure? **(10mks)**
- c) Marketing executives have the role of managing the nature, level and timing of demand for products. Explain any five ways of doing so. **(10mks)**

QUESTION TWO

- a) Psychographics is a major base of segmenting markets for many consumer products. Using local examples, explain some of the factors used in this base for segmentation. **(10mks)**
- b) A Kenyan family is in the process of purchasing a new home. Explain the stages involved in the purchase process. **(10mks)**

QUESTION THREE

- a) Explain any five psychological factors influencing the purchase of education service in Kenya. **(10mks)**
- b) What role does the price of a product play in the marketing process? **(10mks)**

QUESTION FOUR

- a) Marketing communication (also called Promotion) plays a major role in selling of products. Explain. **(10mks)**
- b) Explain the circumstances under which a marketing organization would resort to use of zero-level channel of distribution. **(10mks)**

QUESTION FIVE

- a) Explain the ways in which the local Kenyan politics has affecting the marketing of sugar as product. **(10mks)**
- b) Mass marketing is a strategy used by some marketing organizations. What are the limitations of this strategy. **(10mks)**