



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF

COMMERCE/BACHELOR OF INFORMATION TECHNOLOGY

BMK 4101: PRINCIPLES OF MARKETING

END OF SEMESTER EXAMINATION

SERIES: AUGUST2017

TIME: 2HOURS

DATE: 16Sep2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Marketer depicts a product as living thing which goes through stages in its life. Illustrate the stages a product goes through explaining the unique features of each stage (12mks).
- b) Identify and explain the bases of segmenting consumer markets (10 mks)
- c) Differentiate between:
 - i. Market-skimming pricing and market-penetration pricing (4mks).
 - ii. Intensive distribution and exclusive distribution (4mks).

Question TWO

- a) Given the rapid changes in consumer tastes, technology, and competition, companies must develop a steady stream of new products. State and explain the major steps in product development process.

(16mks).

- b) Define the following terms:

- i. Customer satisfaction (2mks)
- ii. Market positioning (2mks)

Question THREE

- a) Highlight chronologically the steps salesperson follows when selling (14mks).
- b) State and explain the external factors that affect the pricing decision in a firm (6 mks)

Question FOUR

- a) Marketing philosophies are guidelines which give the marketing managers an orientation which to direct the marketing activities Identify and explain FIVE marketing philosophies (10mks)
- b) State and explain the benefits of segmenting marketing (10mks)

Question FIVE

- a) State and explain the factors that determine the channel of distribution a company would use for its products (12mks).
- b) Differentiate the following:
- i. Pushing and pulling strategy (4mks)
 - ii. Wants and needs (4mks)