



**TECHNICAL UNIVERSITY OF MOMBASA**

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**SCHOOL OF BUSINESS**

Department of Business Administration

**UNIVERSITY EXAMINATIONS FOR DEGREE IN:  
BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY**

BIT 2208: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2016

TIME: 2 HOURS

**INSTRUCTIONS**

Answer Question **ONE (Compulsory)** and any other **TWO** Questions.

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**QUESTION ONE**

- a) Discuss the socio cultural environment in marketing. **(10 marks)**
- b) Briefly discuss the sources of primary data in marketing research. **(10 marks)**
- c) Explain the buyer decision making process model. **(10 marks)**

**QUESTION TWO**

- a) Discuss the importance of analysis of internal environment in marketing. **(10 marks)**
- b) Discuss the cultural factors that affect consumer behaviour. **(10 marks)**

**QUESTION THREE**

- a) Discuss any **FIVE** types of consumer behaviour. **(10 marks)**
- b) Discuss the demographic segmentation variables. **(10 marks)**

#### **QUESTION FOUR**

- a) Briefly discuss types of marketing positioning strategy. **(10 marks)**
- b) Discuss the psychographic segmentation variables. **(10 marks)**

#### **QUESTION FIVE**

- a) Discuss the primary bases of consumer segmentation. **(10 marks)**
- b) Discuss the behavioural segmentation variables. **(10 marks)**