



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION

(DMC)

MEDIA MARKETING

MODULE I EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.
3. All questions carry equal marks.
4. Cheating will lead to automatic disqualification.

- Q.1 Explain the following concepts.
- (i) Marketing intermediaries
 - (ii) Microenvironment
 - (iii) Product positioning
 - (iv) Relationship Marketing Era. (20 marks)
- Q.2 Discuss the main influences of consumer buying behavior. (20 marks)
- Q.3 (a) (i) Define the term 'product'. (2 marks)
- (ii) Explain **FOUR** types of consumer products. (8 marks)
- (b) State the steps used in developing an effective promotional plan programme. (10 marks)
- Q.4 (a) Explain the importance of marketing research to a department of effective marketing plans. (10 marks)
- (b) Distinguish between cost plus pricing and penetration pricing as popular pricing methods favoured by marketing managers. (4 marks)
- (c) State the factor that influence promotion. (6 marks)
- Q.5 (i) Define the term Market segmentation. (2 marks)
- (ii) State the **THREE** major steps in target marketing. (6 marks)
- (iii) Discuss the challenges faced by marketers in international markets. (12 marks)
- Q.6 Step T.V is a newly established T.V station in Mombasa. It has a desire to know the bases for segmenting consumer markets. Advice Step T.V. (20 marks)
- Q.7 (i) State and explain **SIX** factors that influence the advice of distribution channel. (4 marks)
- (ii) Explain **FOUR** types of buying decision behaviour . (8 marks)