



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 environment
 - (ii) Above the line-promotion
 - (iii) Societal Marketing era
 - (iv) Trade promotions
- Q.2 (a) For Distribution process to be successful, a marketer must thoroughly understand the distribution channel. Identify these channels. (8 marks)
- (b) Discuss the factors that influence the choice of distribution channels. (12 marks)
- Q.3 The consumer decision making process helps the media practitioner in maximizing sales and minimizing losses. Discuss. (20 marks)
- Q.4 Discuss the bases for segmenting consumer markets. (20 marks)
- Q.5 (a) Identify the stages of the product life cycle. (10 marks)
- (b) Explain the methods of marketing research. (10 marks)
- Q.6 (a) Define international marketing. (2 marks)
- (b) State the factors to consider before entering into international marketing. (8 marks)
- (c) Discuss the challenges in international markets. (10 marks)
- Q.7 (a) Define the term 'consumer behaviour'. (2 marks)
- (b) Explain **FOUR** types of buying decision behavior of consumers. (8 marks)
- (c) Discuss the characteristics/factors affecting the consumer behavior. (10 marks)
- Q.8 Hard talk is an MPUC T.V programme that has reached maturity level. Assuming that the T.Vs management has entrusted you with the task of ensuring the extension of the programme's life cycle, what would be your suggestions. (20 marks)