



TECHNICAL UNIVERSITY OF MOMBASA

UNIVERSITY EXAMINATIONS 2018/2019

**EXAMINATION FOR THE DIPLOMA IN ACCOUNTING, DIPLOMA IN BUSINESS
ADMINISTRATION AND DIPLOMA IN PROCUREMENT AND MATERIALS
MANAGEMENT.**

BMK 2102: MARKETING OPERATIONS

END OF SEMESTER EXAMINATIONS PAPER B

SERIES:JULY 2019

INSTRUCTIONS

- This paper consists of section A and B
- Section A is compulsory and any TWO questions in section B.
- Mobile phones are not allowed in the examination room.
- Cheating leads to disqualification.

QUESTION ONE

- 1(a) Describe the main micro environmental variables that affect a firm's marketing activities
[10 Marks]
- b) Discuss the disadvantages of globalization
[10 Marks]
- c) Explain the benefits of market segmentation
[10 Marks]

QUESTION TWO

- a) Discuss the significance of marketing plan [10 Marks]
- b) Briefly discuss the unique characteristics of services [10 Marks]

QUESTION THREE

- (a) Describe the benefits of e-marketing [10 Marks]
- b) Briefly discuss the importance of marketing to society [10 Marks]

QUESTION FOUR

- (a) Discuss concepts under which organizations design and carry out marketing activities [10 Marks]
- (b) Discuss internal environmental variables that affect an institution of higher learning [10 Marks]

QUESTION FIVE

- (a) Differentiate between selling and marketing [10 Marks]
- b) Discuss the factors that influence consumer behaviour [10 Marks]