



TECHNICAL UNIVERSITY OF MOMBASA

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**SCHOOL OF BUSINESS**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**UNIVERSITY EXAMINATION FOR DIPLOMA IN**  
**DIPLOMA IN BUSINESS ADMINISTRATION**  
**DIPLOMA IN ACCOUNTANCY**  
**DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT**  
**DIPLOMA IN BUSINESS MANAGEMENT**  
**DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

**BMK 2201: MARKETING MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**INSTRUCTIONS**

- You should have the following for this examination:
  - Answer Booklet, examination pass and student ID.
- This paper consist of **FIVE** Questions. Attempt question **ONE (COMPULSORY)** and any other **TWO** questions.
- Do not write on the question paper.

### **QUESTION ONE**

- a) Briefly highlight the nature of marketing. **(10 marks)**
- b) List and explain any **FIVE** macro environment factors that influence marketing decision process. **(10 marks)**
- c) Explain any **FIVE** factors that affect the characteristics of consumer behavior. **(10 marks)**

### **QUESTION TWO**

- a) Briefly discuss the buyer decision process. **(10 marks)**
- b) Briefly discuss the marketing management of philosophies. **(10 marks)**

### **QUESTION THREE**

- a) Identify and explain the main elements that constitute the framework for the marketing information system for an organization. **(8 marks)**
- b) Briefly discuss any **SIX** primary data collection methods used in marketing research **(12 marks)**

### **QUESTION FOUR**

- a) Explain the steps in personal selling process. **(12 marks)**
- b) Discuss any **FOUR** circumstances that could make market segmentation viable. **(8 marks)**

### **QUESTION FIVE**

- a) Discuss the internal any **FIVE** environmental factors that should be considered in analysis of internal environment of a firm **(10 marks)**
- b) List and explain the core marketing concepts. **(10 marks)**