



**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 2201: MARKETING MANAGEMENT**

**END OF SEMESTER EXAMINATIONS A**

**SERIES:AUGUST, 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 macro economic environmental variables that affect marketing activities. [10 Marks]
- b) Briefly discuss the promotion mix [10 Marks]
- c) Explain the stages of new product development [10 Marks]

### **QUESTION TWO**

a) Discuss the main objectives of packaging

[10 Marks]

b) Discuss the benefits of segmenting consumer markets

[10 Marks]

### **QUESTION THREE**

(a) Discuss the importance of marketing to the society [10 Marks]

b) Evaluate the importance of developing new products

[10 Marks]

### **QUESTION FOUR**

(a) Distinguish between undifferentiated and differentiated marketing [10 Marks]

(b) Describe the reasons for use of penetration pricing

[10 Marks]

### **QUESTION FIVE**

(a) Explain the main pricing objectives

[10 Marks]

b) Discuss the main objectives of promoting a firm's products

[10 Marks]