



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS  
DEPARTMENT OF BUSINESS ADMINISTRATION  
**UNIVERSITY EXAMINATION FOR:**  
Diploma in Secretarial Studies and Office Management  
BMK 2207: PRINCIPLES OF MARKETING  
END OF SEMESTER EXAMINATION  
**SERIES:** AUGUST 2019  
**TIME:** 2 HOURS  
**DATE:** Pick Date Aug 2019

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## Question ONE

- a) Using relevant examples differentiate between the following terms as used in marketing:
- i) Customer value and customer satisfaction. (10 marks)
  - ii) Conspicuous goods and unsought goods. (10 marks)
- b) Marketing activities benefits business and the welfare of the society. Discuss. (10 marks)
- c) i) Explain the term market segmentation. (2 marks)
- ii) Discuss the variables a marketer will consider when using demographic segmentation. (8 marks)

## Question TWO

- a) Marketers have devised several methods of classifying goods and services. Explain the different classification methods.

(10 marks)

- b) Discuss FOUR reasons why companies extend their business to the international markets.

(10 marks)

### **Question THREE**

- a) Price is the measure of value of exchange. Discuss the following pricing approaches.

- i) Skimming pricing
- ii) Penetration pricing
- iii) Promotion pricing
- iv) Psychological pricing

(8 marks)

- b) Differentiate between selling philosophy and marketing philosophy.

(12 marks)

### **Question FOUR**

- a) Shows, exhibitions and roadshows are used by companies to conduct sales promotion. Explain the benefits that such companies accrue from such activities.

(12 marks)

- b) TUM is a leading institution of Higher education. Explain the categories of public environment of the university.

(8 marks)

### **Question FIVE**

- a) Middlemen play a very important role in providing linkage between the producer and consumer. Explain FIVE of these roles.

(10 marks)

- b) Despite developing new products, companies face product failure. Explain the factors that contribute to such failure.

(10 marks)