



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question ONE

- a) Despite its importance to the society, marketing has faced some criticisms. Describe some of the criticisms of marketing. (8 marks)
- b) Many companies do not embrace the marketing philosophy until forced by some circumstances. Explain FIVE of these circumstances. (10 marks)
- c) For market segmentation to be effective, it must meet certain requirements. Clarify this statement. (12 marks)

Question TWO

- a) Successful companies continuously develop new products. Explain the reasons for this strategy. (10 marks)
- b) Discuss FIVE risks that companies intending to extend their business to the international markets face. (10 marks)

Question THREE

a) Illustrate the product life cycle.

(10 marks)

b) Marketing managers are guided by certain philosophies in their approach to marketing. Discuss these philosophies.

(10 marks)

Question FOUR

a) Companies with strong brands often use advertising as part of promotional mix. Explain the objectives that are achieved using advertising.

(8 marks)

b) Assess the elements of the microenvironment of a university like Technical University of Mombasa.

(12 marks)

Question FIVE

a) Middlemen play a very important role in providing linkage between the producer and consumer. Explain FIVE alternative channels from which a producer can choose.

(10 marks)

b) Pricing policies are intended to enable a company make pricing decisions. Discuss FIVE of these policies.

(10 marks)