



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

Bachelor of Business Administration

Bachelor of Commerce

BMK 4201: 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) Differentiate between the following terms as used in marketing:

- i) Customer value and customer satisfaction.
- ii) Product and service
- iii) Exchange and transactions

(12 marks)

b) Despite its importance to the society, marketing faces criticism. Discuss..

(10 marks)

c) i) Explain the term market segmentation.

(2 marks)

ii) Discuss the benefits of market segmentation to a business.

(6 marks)

Question TWO

a) Successful firms continuously develop new products. Discuss the stages of new product development.

(12 marks)

b) Explain the risks that a company that ventures into the international market may face.

(8 marks)

Question THREE

a) Price is the measure of value of exchange. Discuss FIVE pricing policies that a firm may adopt.

(10 marks)

b) Many Kenyan companies today have embraced the marketing philosophy as an approach to the marketplace. Explain the circumstances that would lead a company to adopt this philosophy.

(10 marks)

Question FOUR

a) Successful companies regularly use advertising media to reach the masses. Explain the characteristics that a marketer should evaluate in the selection of a type of media.

(10 marks)

b) The demographic environment is an important force of a company's macro environment. Discuss the key elements of this environment.

(10 marks)

Question FIVE

a) Marketing intermediaries play a very important role in providing linkage between the producer and consumer. Explain FIVE factors that a marketer should consider in the choice of an intermediary.

(10 marks)

b) Consumers go through several stages in the process of adopting new products. Describe these stages.

(10 marks)