



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION,

BACHELOR OF COMMERCE

BMK 4406: CONTEMPORARY ISSUES IN MARKETING

END OF SEMESTER EXAMINATION

SERIES AUGUST 2019

TIME: 2 HOURS

DATE: Aug2019

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:
- i) Consumerism and environmentalism (4 marks)
 - ii) Social marketing and commercial marketing. (4 marks)
 - iii) Innovative marketing and value marketing. (4 marks)
- b) Despite the increased use of Customer Relationship Management systems there are challenges it faces. Explain FIVE of these challenges. (10 marks)
- c) Successful companies have embraced internal marketing. Discuss FOUR features of an internal marketing-oriented firm. (8 marks)

Question TWO

- a) Globalization is a process that integrates world economics, culture, technology and governance. Discuss. (12 marks)
- b) Explain the concept of green washing (8 marks)

Question THREE

- a) The main objective of social marketing is to successfully influence desired behavior. Using relevant example SIX ways in which behavioural change can occur. (12 marks)
- b) Discuss the criticisms leveled against marketing as practiced today. (8 marks)

Question FOUR

- a) The Stanchart Marathon is one of the Corporate Social Responsibility initiative. Expound on the FIVE reasons for CSR engagement. (10 marks)
- b) Technical University of Mombasa (TUM) intends to undertake a road show in Mombasa City and its environs. Advise the management on the potential benefits of this approach in promoting TUM's activities. (10 marks)

Question FIVE

- a) Despite its criticisms Multi-level Marketing is still a viable direct marketing technique. Highlight FIVE measures that could be taken to overcome its problems. (10 marks)
- b) 'Web marketing confers significant benefits on sellers'. Justify this statement. (10 marks)