



# TECHNICAL UNIVERSITY OF MOMBASA

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## 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.**

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#### **Question ONE**

- a) Internet Marketing confers a number of benefits to consumers. Expound on this statement. (10 marks)
- b) Multi-level Marketing has been a frequent subject of criticism. Discuss FIVE of such criticisms. (10 marks)
- c) The 21<sup>st</sup> Century has seen the emergence of Green Marketing practices. Justify the reasons for this trend. (10 marks)

## Question TWO

- a) Customer Relationship Management (CRM) is a strategy for managing a company's interactions with customers. Discuss FOUR CRM applications. (8 marks)
- b) i) Define internal marketing (2 marks)
- ii) Discuss the benefits of internal marketing. (10 marks)

## Question THREE

- a) Roadshow marketing has gained popularity by many firms. Explain SIX reasons for its popularity. (12 marks)
- b) Highlight FOUR essential components of social marketing. (8 marks)

## Question FOUR

- a) Online marketers exploits the advantages brought about by connectivity tools. Describe FOUR of these tools. (8 marks)
- b) i) Explain the concept of corporate rebranding. (2 marks)
- ii) Expound on the reasons for (i) above. (10 marks)

## Question FIVE

- a) Discuss FIVE marketing management philosophies. (10 marks)
- b) i) Explain the term consumerism (2 marks)
- ii) What are the criticisms leveled against (i) above. (8 marks)