



TECHNICAL UNIVERSITY OF MOMBASA

UNIVERSITY EXAMINATIONS 2018/2019

EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

BMK 5101: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATIONS A

SERIES: JULY 2019

INSTRUCTIONS

- This paper consists of section A and B
- Section A is compulsory and any THREE questions in section B.
- Mobile phones are not allowed in the examination room.
- Cheating leads to disqualification.

QUESTION ONE

1. (a) The product life cycle has four clearly defined stages. Citing relevant examples discuss those stages. [10 Marks]
- b) Many companies spend millions of money on promotional activities. Discuss the objectives of such promotional activities. [10 Marks]
- c) Discuss the various pricing methods that a firm can use to set its price [5 Marks]

QUESTION TWO

a) Discuss the basis of segmenting consumer markets [10 Marks]

b) Evaluate factors that hinder new product development [5 Marks]

QUESTION THREE

(a) Describe the main micro-environmental variables that influence marketing activities [10 Marks]

b) Explain the advantages of global marketing [5 Marks]

QUESTION FOUR

(a) Explain the role of branding in marketing [10 Marks]

(b) Discuss five concepts under which marketing activities are performed [5 Marks]

QUESTION FIVE

(a) Explain factors that may affect the choice of a distribution channel [10 Marks]

b) Discuss the main factors affecting price of products in modern organisations [5 Marks]