



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 B

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) Describe the cultural environmental variables that may affect the marketer of hotel services.(10 marks)
- b) Discuss the promotion mix.(10 marks)
- c) Describe the stages of new product development .(10 marks)

QUESTION TWO

- a) Describe the strategies the marketer of a detergent should undertake in the maturity stage of the product life cycle(15 marks)

b) Explain the factors that affect the choice of a distribution channel.(10 marks)

QUESTION THREE

(a) Discuss the main components of a marketing plan.(15 marks)

b) Evaluate the importance of developing new products.(10 marks)

QUESTION FOUR

(a) Discuss the factors that influence a marketer's target decision.(15 marks)

(b) Describe the reasons for use of penetration pricing .(10 marks)

QUESTION FIVE

(a) Discuss role of branding in marketing.(15 marks)

(b) Discuss the main levels of meaning that a brand can convey.(10 marks)