



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN BUSINESS MANAGEMENT

DPM.DLTM/SEP2023/ S-FT ;

DHRM/SEP2023/ S-FT;

DBM.DHRM.DPM.DLTM/SEP2023/ S-FT

BMK 2201: MARKETING MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: JULY 2025

TIME: 2HOURS Pickyear

DATE: Pick Date Jul2025

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 COMPLUSORY (30 MARKS)

- a) Explain the importance of the E. Marketing to a modern marketing organization. (10 marks)
- b) Product life cycle is a process that involves multiple of activities. Using relevant examples, explain the product life-cycle model. (10 marks)
- c) Cite any five examples of marketing micro environment and show how they influence the firms marketing activity (10marks)

QUESTION TWO (20 MARKS)

- a) Elaborate on the pricing strategies that a company can adopt Identify and briefly describe any five importance of marketing in to the society (10marks)
- b) Explain five various merits of market segmentation (10marks)

QUESTION THREE (20 MARKS)

- a). Explain any five features of marketing planning (10marks)
- b) Describe five characteristics of services that greatly affect the design of marking programs (10marks)

QUESTION FOUR (20 MARKS)

- a) Explain 5 negative effects of marketing activities on the society (10 mars)
- b) Discuss various kinds of pricing methods that can be applied when pricing services. (10 marks)

QUESTION FIVE (20MARKS)

- a) Identify and discuss factors you will consider in establishing a good remuneration plan for a sales marketing team (10marks)
- b) Explain any five challenges encountered when undertaking marketing abroad (10marks)