



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN BUSINESS MANAGEMENT

DMM/DPMM/DPM/DLTM/DHRM

BMK 2201: MARKETING MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY, 2025

TIME: 2HOURS

DATE: JULY, 2025

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Analyze the Impact of digital transformation and emerging technologies on the marketing of hospitality services (10 marks)
- b) Discuss factors to consider in choosing a distribution system for tourism related products (10 Marks)
- c) Define advertising and highlight factors governing the selection of advertising media for a tourism enterprise (10marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Describe internal and external factors that influence price setting in an organization (10 marks)
- b) Analyze possible reasons for product failure (10 marks)

QUESTION THREE

- a) Explain Five micro environmental that may affect a firm's ability to serve its customers (10 marks)
- b) Highlight the different marketing management philosophies (10 mark)

QUESTION FOUR

- a) Identify and explain Five elements of a good marketing information system (10 marks)
- b) Marketing research is very comprehensive and covers identification of consumer need and evaluation of consumer satisfaction. Analyze the broad area of application which indicate, the scope of marketing research. (10 marks)

QUESTION FIVE

- a) Products are like living organisms, they are "born, live and die" With illustrations, discuss this statement, highlighting the relevant of this stages as regards products. (10 marks)
- b) Using relevant examples, explain how micro-marketing environment influence marketing activities of a business enterprise. (10 marks)