TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN ACCOUNTANCY

DIPLOMA IN BUSINESS MANAGEMENT

BMK 2201: MARKETING MANAGEMENT

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2024

TIME: 2 HOURS

DATE: APR 2024

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

a) Marketing research is a process done by companies that intend to remain competitive in the market.

   i) Explain the term marketing research. (2 marks)

   ii) Explain the steps used in conducting marketing research. (10 marks)

b) Demand management is a methodology for managing demand for products and services. Explain the following demand states and the tasks of the marketing manager in coping with each.

   i) Negative demand

   ii) Latent demand

   iii) Overfull demand

   iv) Unwholesome demand (10 marks)

c) Customer value is the benefits obtained from a product or service about the sacrifice a customer makes. As a customer, using examples observed in products and services, discuss FOUR techniques that marketers can enhance customer value in their offerings. (8 marks)

Question TWO

a) Using Maslow's theory of motivation, illustrate how marketers apply the hierarchy of needs to influence consumer buying behaviour. (10 marks)

b) Explain FIVE characteristics of industrial markets (B2B) that differentiate them from consumer markets (B2C). (10 marks)

Question THREE

a) Explain FIVE factors that influence a business firm to venture into international markets. (10 marks)

b) A well-run company uses marketing intelligence information to make strategic decisions. Discuss FIVE sources of such intelligence. (10 marks)

Question FOUR

a) Explain FIVE unique characteristics of services that distinguish marketing of services from tangible products. (10 marks)

b) Customer Relationship Management (CRM) is an integrated approach to identifying, acquiring, and maintaining customers. Evaluate FIVE benefits that accrue company that embraces CRM. (10 marks)

Question FIVE

a) Marketing receives much criticism, some of this is justified and some is not. Explain FIVE of these criticisms. (10 marks)

b) Explain FIVE marketing management philosophies. (10 marks)