



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY

BACHELOR OF SUPPLY CHAIN MANAGEMENT

BMK 4201: PRINCIPLES OF MARKETING

END-OF-SEMESTER EXAMINATION

SERIES: MARCH, 2025

TIME: 2 HOURS

DATE: MARCH, 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)

Question ONE

- a) Highlight FOUR roles played by marketing as a function in an organization. (8 marks)
- b) Discuss the simple purchase model as used in explaining consumer behavior. (12 marks)
- c) Analyze FIVE conditions essential for effective market segmentation. (10 marks)

SECTION B (Answer only TWO questions)

Question TWO

- a) Explain the objectives a marketing organization would achieve in setting the price of its products. (10 marks)
- b) Explain the factors influencing the selection of advertising media for an enterprise. (10marks)

Question THREE

- a) A local dairy products manufacturer uses three-level channels in the distribution of the product. What reason could account for this decision? (10 marks)
- b) Highlight the various possible reasons for new product failure. (10 marks)

Question FOUR

- a) Using price and quality attributes of a product, illustrate the various possible options and product positioning strategies for a local product of your choice. (12 marks)
- b) Explain the major characteristics of services and the selling implications for each. (8 marks)

QUESTION FIVE

- a) Explain how the current economic environment in Kenya may affect a firm's ability to serve its customers. (12 marks)
- b) Explain FOUR functions of Personal Selling. (8 marks)