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

SPECIAL/ SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME:2HOURS

DATE: Pick DateJul2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

Malibora Enterprises Limited (MEL) is a local soft drinks bottling company established in 2015 in Nairobi by two local entrepreneurs who were classmates in a local public university. The company prides in providing a product line with seven brands in the local market.

The entry of MEL in the local market caught many soft drinks bottling companies unawares. The competitors therefore retaliated through price cuts, review of distribution channels and engagement in intensive promotions campaigns. However, these initiatives bore little, if any results as customers had realized that the core products of MEL brands were relatively superior to those of competitors. Further, the marketing manager of MEL had done a lot of investment in in trying to understand the customers.

Hence, MEL's market targeting and positioning approach earned the company a good initial share of the market.

The board of MEL engaged a consultant to help the company improve on customer value, keep customers engaged and to further penetrate the market. Upon analyzing the company environment for several weeks, the consultant recommended that:

i. A research be carried out to establish the feasibility of attracting new customers and also product line extension
ii. The company to establish a strong sales team to help move the product in the market
iii. A marketing plan be developed to provide a road map for marketing activities
iv. An online programme be put in place to keep customers engaged
v. A marketing department be set up

Required

a) Describe the marketing mix elements used by MEL in developing its customer value proposition. (8 marks)

b) The company has been advised to develop a strong sales team. Explain the activities to be carried out to achieve this recommendation. (8 marks)
c) What would be elements of the online marketing programme to keep the customers engaged? (5 marks)
d) Evaluate the measures MEL has employed to deal with competition. (4 marks)

Question TWO

a) A potential student is in the process of considering joining a university to take a degree leading to a Bachelor of Business. As a marketing executive, advise on the steps the student would go through in making the purchase decision. (12 marks)
b) Explain how the marketing philosophy differs from the selling philosophy. (8 marks)

Question THREE

a) Evaluate how the Covid pandemic has affected the marketing of hospitality services in Kenya since March 2020. (10 marks)

b) Explain the bases used to segment the clothing market in Kenya. Indicate some categories under each. (10 marks)

Question FOUR

a) The marketing manager of a local sugar manufacturer wants to select a suitable distribution system for the company's products. Explain the factors which would be considered in making the decision. (10 marks)

b) Advertising is one of the most popular promotion tools yet the most expensive to employ. Explain the objectives a company would try to achieve by use of this tool. (10 marks)

Question FIVE

a) Differentiate between services and goods (tangible products). Use local examples to illustrate each case. (12 marks)

b) A newly established company has developed a new product. Evaluate the pricing approaches it could employ for the products. (8 marks)