



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION,
BACHELOR OF COMMERCE
BMK 4406: CONTEMPORARY ISSUES IN MARKETING
END-OF-SEMESTER EXAMINATIONS

SERIES DECEMBER 2024

TIME: 2 HOURS

DATE: Dec 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) Discuss how digital transformation has expanded the scope of marketing beyond traditional methods. (10 marks)
- b) Analyze five ethical concerns associated with Multi-Level Marketing. (10 marks)
- c) EcoSphere, a well-established beverage company, has recently shifted its marketing approach to focus on sustainability through green marketing. The company now uses recyclable packaging, sources ingredients responsibly, and promotes its commitment to reducing its carbon footprint. Based on EcoSphere's strategy, elucidate five reasons why green marketing trends are growing in popularity among businesses today. (10 marks)

Question TWO

- a) Technical University of Mombasa (TUM) is looking to enhance its customer relationship management (CRM) practices to improve engagement with students, alumni, faculty, and potential applicants. The university is considering a variety of CRM tools to streamline communication, provide personalized services, and foster stronger relationships. As a marketing guru, evaluate six CRM techniques that TUM could implement to improve its customer relationship management. (12 marks)
- b) Alladin Ltd is looking to improve its overall performance by enhancing internal marketing practices. The company aims to boost employee engagement, satisfaction, and alignment with its strategic goals. Discuss four techniques that Alladin Ltd can use in internal marketing to improve organizational performance. (8 marks)

Question THREE

- a) Using relevant examples, elucidate how roadshow marketing contributes to brand awareness and customer engagement. (12 marks)
- b) Discuss four successful social marketing campaigns that have been used to address important social issues. (8 marks)

Question FOUR

- a) A skincare brand wants to adopt a value-based marketing approach by emphasizing natural, sustainable ingredients:
- i) Suggest two ways the brand could communicate these values to customers. (4 marks)
 - ii) Explain how this strategy might impact customer perception and brand loyalty. (6 marks)
- b) Evaluate five potential rewards for companies that undertake rebranding initiatives. (10 marks)

Question FIVE

- a) Compare and contrast evangelism marketing and influencer marketing. (10 marks)
- b) Discuss five characteristics of consumerism. (10 marks)