



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

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2023

TIME: 2 HOURS

DATE: Jul 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.

Question ONE

- a) Highlight five criticisms levelled against multi-level marketing. (10 marks)
- b) You have been contracted by a soft beverage company to conduct a road show. Distinguish five potential benefits of roadshow marketing. (10 marks).
- c) Explain three kinds of evangelism marketing. (6 marks)
- d) Outline two effects of internet marketing on industries. (4 marks)

Question TWO

- a) Describe the three types of internet marketing. (6 marks)

- b) Differentiate seven contemporary competencies in the new market environment necessitated by globalization. (14 marks)

Question THREE

- a) Discuss five challenges experienced by firms using customer relationship management systems. (10 marks)
- b) Justify the reasons why marketing is becoming increasingly difficult today. (10 marks)

Question FOUR

- a) Explain what is referred to as online engagement. (8 marks)
- b) Outline Six limitations of internet marketing. (12 marks)

Question FIVE

- a) Highlight Five features of an internal marketing-oriented business. (10 marks)
- b) Most changes in organizations are met with some resistance. Identify the 4Cs of the green marketing-mix model. (10 marks)