



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R II)

BMC 2111: MEDIA MARKETING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define
 - i) Marketing (2 marks)
 - ii) Strategy (2 marks)
 - iii) Consumer behaviour (2 marks)
 - iv) Market segmentation (2 marks)
- b) Outline **FIVE** steps of the Marketing Research approach. (5 marks)
- c) Explain **THREE** levels of strategy in a media organization. (6 marks)
- d) Explain **THREE** factors or strategies that have made Citizen TV of the Royal Media Services to be relatively popular across the country. (6 marks)
- e) State various channels of a product distribution. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain the evolution of marketing. (10 marks)
- b) Describe **FIVE** main forces in a marketing environment. (10 marks)

QUESTION 3

Describe in details how you can use SWOT analysis when planning a marketing strategy for your media house. Base your SWOT on a local media house, or an imaginary company. (20 marks)

QUESTION 4

- a) Consumers are known to pass through various stages when making a purchase decision. Explain the **FIVE** stages giving examples. (15 marks)
- b) Outline the hierarchy of human needs in a diagram. (5 marks)

QUESTION 5

- a) Explain the traditional 4 P's of marketing. (12 marks)
- b) Explain at least 4-point criteria you can use in selecting a target segment for your new radio station. (8 marks)