



**TECHNICAL UNIVERSITY OF MOMBASA**  
*Faculty of Business & Social Studies*  
*Faculty of Engineering & Technology*

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
BACHELOR OF TECHNOLOGY INFORMATION TECHNOLOGY  
BACHELOR OF SCIENCE INFORMATION TECHNOLOGY

**BMK 4100, BMK 4101, HRD2505: PRINCIPLES OF MARKETING**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** MARCH 2014

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.  
***This paper consists of Two printed pages***
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**QUESTION 1 (Compulsory)**

- a) Marketing environment is the factors and actors that influence the decision making in marketing. Marketing environment can be categorized into: the external environment and the internal environment. Discuss the external marketing environment. **(15 marks)**
- b) The type of a consumer buying behaviour is normally determined by the level of involvement in purchase decision, importance and intensity of interest in a product in a particular situation. Explain the **FOUR** types of consumer buying behaviours. **(8 marks)**
- c) Marketers rely on philosophies when deciding which strategies to use. Explain the difference between the marketing and selling concepts. **(7 marks)**

## QUESTION 2

- a) A company has limited resources for use in its marketing activities. Discuss any **FIVE** possible market coverage patterns that a marketer can rely on when targeting a market. **(10 marks)**
- b) “A product is compared to an individual, it has a life”, Explain this statement. **(10 marks)**

## QUESTION 3

- a) Research is vital for a marketing department to enable an organisation to survive. Explain the sources of marketing information/data that a marketer can rely on. **(12 marks)**
- b) Market segmentation is the division of a market into different homogeneous groups of consumers. Explain **FOUR** primary bases of segmenting the consumer market. **(8 marks)**

## QUESTION 4

- a) Organisations use pricing as a strategy to create revenue as price is the only element in the marketing mix that brings revenue. Explain any **TWO** strategies. **(8 marks)**
- b) Market segmentation is the process of dividing the target market into small manageable areas. outline and explain the steps in the market segmentation procedure. **(12 marks)**

## QUESTION 5

- a) A company can either purchase or make their own raw materials needed in the production of final raw materials needed in the production of final goods and services. Explain any **FIVE** factors that a company needs to consider when selecting its supplier. **(12 marks)**
- b) A marketing information system is a continuing and interacting structure of people, equipment and procedures to gather sort, analyze, and distribute timely and accurate information for use by marketing decision makers. Discuss the major components of the marketing information systems. **(8 marks)**