



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

**BAC 2204: MEDIA MARKETING**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**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 the following terms: **(10 marks)**
- i) Product positioning
  - ii) Market segmentation
  - iii) Marketing
  - iv) Customer satisfaction
  - v) Market offering
- b) Explain **FIVE** elements of the promotion mix. **(10 marks)**
- c) For distribution process to be successful, a marketer must thoroughly understand the distribution channel. Discuss. **(10 marks)**

## SECTION B (Answer any **TWO** questions)

### QUESTION 2

- a) Outline any **EIGHT** elements of a marketing plan. **(16 marks)**
- b) Distinguish between “convenience product” and “speciality product”. **(4 marks)**

### QUESTION 3

- a) Explain the steps in developing an effective integrated communications and promotion program. **(12 marks)**
- b) State **FOUR** steps to consider in selecting advertising media. **(8 marks)**

### QUESTION 4

- a) Identify **FIVE** factors to be considered in selecting advertising media. **(8 marks)**
- b) Explain the major segmentation variables for consumer markets. **(10 marks)**

### QUESTION 5

Discuss the marketing philosophies under which organizations design and carry out their marketing strategies. **(20 marks)**