



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

**BMC 2204: MEDIA MARKETING**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 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) Media marketing especially that of radio media and television is a unique business because it is done for two types of customers who are also Interdependent  
Briefly explain THREE main objectives a media marketer must achieve in order to be successful. **(6 marks)**
- b) Explain any FIVE factors That emphasize the importance of marketing to society. **(10marks)**
- c) Marketing communication involves a range of techniques to communicate to the current and And potential customers. Briefly explain the FOUR aims marketing communication is Intended to achieve. **(8marks)**
- d) Marketing can simply to said to the exchange of value for value. Describe any THREE products(goods/service) a media house would be found marketing. **(6marks)**

### QUESTION 2

- a) The practice of marketing has evolved over a time to embrace different concepts or orientations. Describe briefly the five marketing concepts/orientation that have been used in marketing products. **(15 marks)**
- b) Describe briefly the immediate or contextual marketing environment outlining the various stakeholders who have an immediate effect on marketing activities. **(5marks)**

### QUESTION 3

- a) Media pricing decisions are complex since they are working not based on the operations costs which are mostly fixed. Explain the factors that must be put into consideration in order to price appropriately and make a profit. **(10 marks)**
- b) Explain briefly the steps in the marketing research process.

### QUESTION 4

- a) Media marketing include products, people, services etc. Highlight any FIVE factors distinguish a good from a service in marketing. **(10 marks)**
- b) In order for a media house to effectively market its products or programmes it needs to appropriately segment market. Define market segmentation and outline the four pre-requisite of a market segment. **(10 marks)**

### QUESTION 5

- a) Distributions decisions may involve market coverage, exposure required,type of channel used etc. Based on market coverage in expert will required explain briefly the THREE approaches that can be used to market products
- b) Write short notes on:
- Customer value
  - Market
  - Customer wants

iv) Marketing mix.

**(8marks)**